

CHEMIST & DRUGGIST

The newsweekly for pharmacy

April 5, 1986

a Benn publication

Legal minefield'
says PSNC of
retrospection
clause in
Contract Bill

PA elections:
new face
on the Board

HS loses £4.1m
in script fraud

De Witt in US
merger deal

OTC update —
sniffing out
cold cure

Changes in rural
outlook needed

LAH in bullish
mood one year
after Vestric
takeover

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drowsiness are extremely rare. **Overdosage:** One patient took 25 tablets (1.5G) and gastric lavage was performed one hour later with good recovery of tablets. There was a transient fall in blood pressure. Liver function tests initially and two days later were normal. No other problems were noted and there was no effect on consciousness. **Pharmaceutical precautions:** None. **Legal category:** P. **Package quantities:** Blister strips of 10 in cartons of 10 tablets. **Further information.** In actual driving tests Triludan does not impair performance nor is there a change in mood. **Product licence number:** 4425/0024. **Name and address of Licence Holder:** Merrell Dow Pharmaceuticals Limited, Stana Place, Fairfield Avenue, Staines, Middx. TW18 4SX.

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COMMENT



The Shops Bill, which the Government hopes will both rationalise and revolutionise the pattern of Sunday trading in England and Wales, has reached something of an impasse in Parliament. Having passed through the Lords unscathed apart from Harold MacMillan's amendment that leaves regulation of Sunday work with the 1950 Bill, the second reading in the Commons has been delayed till late April with opposition mounting among Tory MPs. Now, with Parliament in Easter recess, proponents and opponents of the Bill alike, have opportunity to mount a last-ditch assault.

The Bill is the eighteenth attempt since the 1950 Shops Bill to regularise Sunday trading and would legalise shopping on the Sabbath, removing statutory enforcement of early closing days, while protecting the rights of workers now in employment who would not wish to work that extra day. The "Open Shop" lobby has vigorously supported the Bill from the outset and has had the backing of large retail chains. The "Keep Sunday



Special" campaign has come to the fore more recently and has support from USDAW, the Church, the Co-op and small retailers as well as the National Pharmaceutical Association. Within pharmacy Boots are against the Bill in principle but appear to be taking very little visible action while Numark have expressed general support, saying that many pharmacy retailers have already successfully their extended trading hours. The NPA says most members feel the situation could be improved without deregulation.

What is clear is that an apparently straightforward Bill to remove anomalies in shop opening hours must not become

a much amended hotch-potch. The Bills opponents have to decide for which alternative to complete de-regulation they should press. With some 70 or so Tory MPs set to defy a three-line whip because of constituency pressure and with letters to the Home Office 6:1 against it, one final flurry of letters from the electorate might persuade the Home Office compromise is necessary.

Possible amendments which might be acceptable to the Government include a four-hour Sunday opening limit or local rather than national control of openings. Smaller retailers, including pharmacists, may well not have the flexibility to provide seven day opening — locums neither grow on trees or come cheap.

If the independent pharmacist has a view he should express it without delay to his MP — multiple spokesmen are sure to have done so. The new Shops Bill is likely to remain on the Statute Book for some long time — it would be a shame if it got there by default.



Retrospection may be a 'legal minefield'

PSNC chief executive Alan Smith has warned that clause 3 in the NHS (Amendment) Bill which allows the Department of Health to adjust remuneration to take account of past under or overpayments, is a "potential legal minefield."

The clause would introduce conflict between statute and contract law, he said. "I do not think the situation is as clear cut as stated. I can see someone challenging it in the future."

However, PSNC is "very satisfied" with clause 2 which will allow introduction of the new contract. The Bill received its first reading last week (*C&D* last week p585).

PSNC wants to see the Bill go through unamended as it sees the benefits outweighing any potential disadvantages. Its second reading is due shortly after Parliament resumes after the Easter recess.

The Bill appears to have all party support and so far there has been no indication that amendments will be sought in the committee stage.

PSNC understands the regulations to bring in the new contract will be laid as drafted — the Department is not understood to be seeking any changes.

But two changes are being sought by PSNC. The first would be to introduce a national appeals procedure for cases where a contract is refused locally and appealed against. The Nuffield Report had expressed concern over the lack of national system. Secondly PSNC hopes to introduce a clause relating to standards of professional services.

The Pharmaceutical Society is currently lobbying to get Section 66 of the Medicines Act implemented. This relates to standards of premises.

GPs 'OK' Nuffield

Doctors have given a cautious welcome to the Nuffield Report on Pharmacy, published two weeks ago.

"There are obviously good recommendations and patients would benefit from some of the worthwhile suggestions in the Report," a British Medical Association spokesman told *C&D*. "But we wouldn't underemphasise the role of the doctor as the person in overall control of a patient's case."

The BMA would not like to see areas of patient care handed over "willy-nilly" to pharmacists, who were not trained to recognise those signs doctors would notice as indicative of major disease.

Mr Michael Wilson, chairman of the General Medical Services Committee, told *C&D*: "I think we have always been in favour of working with pharmacists. I don't think that, in general, we would take exception to the recommendations in the Report. But there might be one or two details we would not agree with." Dr Wilson knew of no plans for the GMSC to discuss the Report.

Contract limit ignores public

British Retailers Association director Tom McNally has accused Health Minister Barney Hayhoe of a high-handed disregard for the consumer by persisting in seeking powers to restrict the issue of DHSS dispensing contracts.

The BRA believes that limitation of contract will restrict opportunities for new chemists and prevent multiple retailers opening dispensing facilities in their shopping complexes.

"This agreement gives special treatment to existing chemists, but discriminates against new contracts and the consumer. It takes no account of the changing pattern of retailing, particularly the wish of many large multiple retailers to include dispensing facilities within new shopping complexes," says Mr McNally.

The BRA says it will now take its case to Parliament and draw MPs attention to the restrictive nature of the proposals. The Association will be pressing for a national appeals procedure to review the decisions of the local committees.

No let up in drug fight

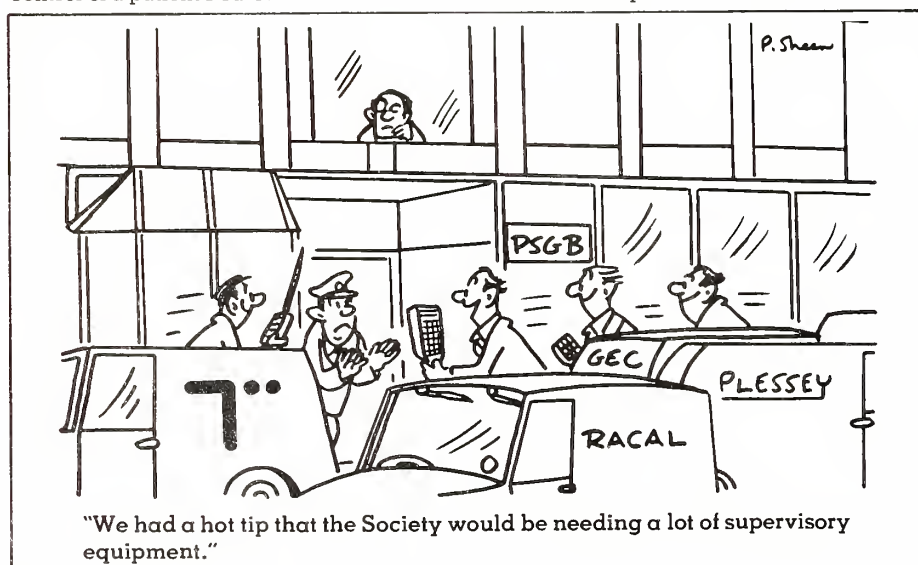
The Government has no intention of slackening its efforts in the fight against drug misuse, says Home Office Minister David Mellor.

This year will see further work on international co-operation against trafficking, with further resources for Customs and the police. Co-ordinators to promote prevention in the schools are being appointed and the next phase in the advertising campaign is in planning. An extra £5m a year is to be allocated for the development of services for misusers, in addition to the £17m earmarked for local projects.

Mr Mellor says the predicted cocaine explosion had not yet appeared, and the "designer" and synthetic drugs seen in the USA are still rare in the UK. Heroin remains the greatest menace. He was speaking on the launch of "Tackling drug misuse: the Government's strategy"

Addresses of permanent aids centres in the UK, which offer the chance to try equipment, may be obtained from the Joint Aids Centres Council, c/o British Red Cross Society, medical aid department, 76 Clarendon Park Road, Leicester LE2 3AD.

Chemist & Druggist 5 April 1986



Script frauds cost NHS £4m, says Department

The NHS may be losing £4.1m a year through fraudulent claims for exemption from prescription charges, the DHSS says. — or as much as the new contract hopes to save on pharmaceutical services.

Health Minister Barney Hayhoe told Liberal MP Paddy Ashdown the 1984-85 estimates for "loss of revenue through incorrect claims for exemption" was £4.1m.

Answering another question from Mr Ashdown, Mr Hayhoe admitted the DHSS makes no direct check on the level of fraud. He said: "A proportion of prescriptions bearing declarations that the patient is exempt are sent to every FPC for prescriptions dispensed in April and October every year. FPCs are responsible for checking their validity and recovering any charges that may be due."

OPD — 'at sea' says Unichem

More thought on the long-term implications of original pack dispensing is urgently required, according to Unichem chairman David Mair.

However praiseworthy the concept, plans for implementation in July 1987 (the ABPI's initial target date, with complete OPD by July 1988) are "floundering in a sea of conflicting interests," he says.

"As pharmacists move from bulk to original packs, it is likely that their stock will be reduced — provided that an efficient wholesale service is maintained."

Unichem supports the principle of OPD, but is convinced no-one has thought it through or considered its full implications, says Mr Mair. "A sound principle may be allowed to deteriorate into chaos, as the general good becomes subjugated by self-interest."

The Health and Safety Executive is advising pregnant women to avoid close contact with sheep particularly at lambing time. They face a health risk from an infection which causes enzootic abortion in sheep. One woman has died and four infants have been still born or miscarried in recent years. All had close contact with ewes during lambing.



Quarter of a million pounds worth of vitamin tablets have been sent to the African drought areas by staff at 3M Health Care in Loughborough. The company donated the tablets to the Eritrean Relief Association for the 'Live Aid' appeal

Glucose tests on prescription?

The Department of Health is considering making home blood glucose tests prescribable, but ministers are worried about the cost.

Junior Health Minister Ray Whitney may order the change before the Summer. But he has already ruled out the idea of making disposable syringes available on FP10, and will not allow GPs to prescribe

ambulatory insulin injection devices.

Back benchers put Mr Whitney under pressure over services for diabetics before the Commons rose for Easter. Two Tories — Michael Hirst and Robert Atkins — have diabetic daughters. Mr Whitney told them: "We are sympathetically considering whether GPs may be able to prescribe blood glucose tests." But he pointedly made no mention of disposable syringes.

It is understood they have been ruled out because of cost, but blood glucose tests are seen as providing a relatively cheap improvement of clinical service.

FPS: an unknown quantity

The Government has admitted it does not know how much spending power the family practitioner services will have in the coming financial year.

DHSS figures issued by Health Minister Barney Hayhoe promised £3,528m will be spent in 1986-87. Allowance for general inflation (RPI) will cut the buying power of that sum by £323m, Mr Hayhoe predicts.

But Health Service inflation is higher than the RPI because of drug costs and salaries. Mr Hayhoe gave no figure for the real buying power of the family practitioner services next year, and the DHSS said: "It is impossible to say at this

stage."

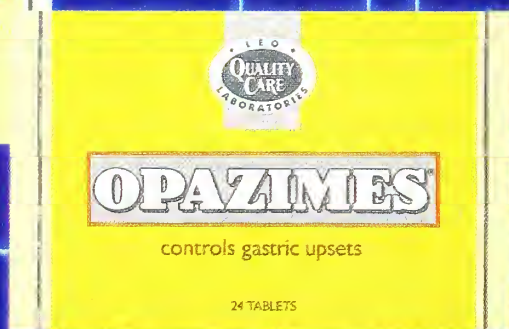
The figures show a steady decline in recent years in the growth of FPS spending.

NPA champagne

The National Pharmaceutical Association is offering a bottle of champagne as prize for the photograph taken on its Far Eastern trip which most aptly shows "The Spirit of Malasia." The closing date for the competition is May 9 and further details available from Ms Tanya Turton, NPA, 40-42 St Peter's Street, St Albans, Herts AL1 3NP.

Philips Electronics are spending £100,000 on funding a business trust in Calderdale. The trust aims to provide opportunities for business expansion and employment.

A NEW GENERATION OF QUALITY PRODUCTS



A NEW FORCE IN THE PHARMACY

For over 75 years, Leo Laboratories has developed quality products for prescription and pharmacy-only sale throughout Europe. Now Leo Laboratories is putting its OTC experience to work for pharmacists in the U.K. - through 'Quality Care'.

Opas and Opazimes are just the first of a growing range of medicines bearing the 'Quality Care' seal. In their bright new packs, both products will be backed by a promotional spend of over \$250,000.

A substantial advertising campaign will burst into the pages of women's magazines and the national press in the late spring.

It's all part of the 'Quality Care' philosophy of encouraging pharmacy-only purchase and supporting your important advisory role in community health care.

For further information, contact the Order Department.

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Opas and Opazimes are registered trade marks.

Pharmacists are asked 'on air'

The "Ask your pharmacist" campaign seems to be spreading rapidly onto the airwaves. Several pharmacists have appeared on BBC local radio this week fielding questions on the rise in prescription charges.

The radio stations were prodded into action by the NPA's Press and publications department which wrote to 31 BBC local radio stations after the increase was announced suggesting that pharmacist spokesmen would be willing to field questions on the subject. The NPA also supplied suggested questions — "Who gets the extra money?" "Does it pay for the rugs?"

So far Radio Devon, Radio Cornwall and Radio Lincoln have had interviews with pharmacists in the shape of Mr Norman Skinner of Exeter, Dr Hopkin

Maddock of Padstow, and Mr Donald Ross of Bourne.

NPA Board member Joe King of Norfolk now has a regular monthly spot on an afternoon talk show. So far three 15-minute spots, Mr King has covered pharmacy in general, coughs, colds and 'flu, and head lice, the last having received such "wide acclaim" says Mr King, that it is going to be repeated. He plans to cover constipation this month.

Things do not always go quite so well in dealings with the media. Mr Bill Rucker, from Plymouth, was approached by TSW, the independent television station for an interview on the day the Nuffield Report was published.

"But when they arrived the director said he didn't really want to talk about the Report. He asked me what pharmacy was like ten years ago, what it would be like in ten years time, and whether pharmacists were qualified for the future role." Then a few hours later, Mr Rucker says, the station rang up to say they couldn't use the film anyway, as the cameraman had got the wrong exposure.



Coventry pharmacist G.S. Amar (right) is seen here receiving his prize cheque from the "Slazenger launch competition" from Beecham Toiletries national account manager Alan Davies (left) and manager of Vestric's Kingswinford branch D.C. White

BNF 11: yellow cards and labels

Yellow cards for adverse drug reaction reporting and a full list of cautionary labels are the major additions to the latest edition of the British National Formulary.

BNF 11 (1986) contains four yellow cards bound in to the back of the book. The forms are for use by prescribers only but pharmacists are urged to collaborate with doctors to ensure the reporting of ADRs as "speedily as possible."

The revised "Guide to cautionary and advisory labels" is published as Appendix 4. Revisions since the first guide are in bold. It includes an alphabetical list of preparations with label code numbers. A new label 19 — "Warning: this causes drowsiness which may persist the next day. If affected do not drive or operate machinery. Avoid alcoholic drink" — derived from label 2, is hoped to convey adequately the problem of residual morning sedation with "sleeping tablets."

The Pharmaceutical Society is to send a copy of the revised guide for permanent reference to all pharmacists.

Elsewhere the notes on chapter 4 (Nervous diseases) have been considerably revised; a section on febrile convulsions is introduced, and adjustments have been made to morphine and diamorphine dosages. Papaveretum is now to be found in chapter 15 (Anaesthesia), again with dosage adjustments. Chapters 8 and 10 (Malignant disease and musculoskeletal disorders) have also been significantly amended. Chapter 9 now has a section on metabolic disorders. *British National Formulary Number 11 (1986)*, published by the British Medical Association and The Pharmaceutical Press.

20p to cost £30m?

The Department of Health does not believe PSNC warnings that the latest prescription charge increase of 20p an item will cost the NHS £30m.

There is no evidence to support the figure, said a DHSS spokesman this week. A PSNC survey after last year's rises

showed a 50 per cent increase in prescriptions for more than 30 days' written by GPs trying to save their patients money.

Now PSNC expects a further rise in 30 day plus scripts. But the DHSS insists: "We have no evidence to support what PSNC is saying. We do ask GPs to avoid — whenever possible — prescribing for periods longer than a month."

If PSNC gave the Department hard evidence it would be considered, he said.

Script statistics for October

Prescription statistics for England and Wales for October 1985

England only		
	1985	1984
Number of scripts	27,760,624	28,213,847
Cost	£133,440,438	£126,874,245
Oxygen payments (inc in total cost)	£945,587	£807,807
Net ingredient cost	395.17p	374.88p
Discount	(24.76p)	(53.56p)*
Container allowance	3.79p	3.79p
	374.20p	325.11p
Fee	60.49p	80.13p**
Oncost	42.57p	41.58p
Total cost	477.26p	446.82p

Wales only		
Number of scripts	2,155,533	2,210,573
Cost	£9,826,042	£9,516,487
Oxygen payments (inc in total cost)	£162,299	£131,721
Net ingredient cost	368.75p	353.45p
Discount	(23.06p)	(51.00p)*
Container allowance	3.79p	3.79p
	349.48p	306.24p
Fee	60.47p	80.15p**
Oncost	38.38p	38.16p
Total cost	448.33p	424.55p

* Includes discount surcharge of 9 per cent

** Includes 36p temporary fee increase

Cumulative prescription statistics — for period January 1, 1985 to October 31, 1985 (inclusive)

England only				
	1985	1984	+/-	per cent +/-
Number of prescriptions	264,819,211	266,749,922	-1,930,711	-0.72
Cost (£)	1,245,837,745	1,155,612,811	+90,214,943	+7.80
Wales only				
Number of prescriptions	20,477,788	20,752,372	-275,584	-1.32
Cost (£)	91,882,321	86,066,725	+5,815,596	+6.75

New name on NPA Board

There is only one new face on the Board of Management of the National Pharmaceutical Association following the 1986 elections.

Mr Gordon Bullous, who runs a pharmacy in Gateshead and is a partner in a health centre pharmacy, beat the sitting member Mr Philip Snowden by 136 votes to 88 in the election in Area 1. In the three other areas where elections were necessary, Mr David Sharpe (175 votes) beat off the dual challenge of Mr Idris Huges (37) and Mr Brian Hopkins (36) in Area 9, Mr Michael Thornton (163) beat Mr Neville Hunter (55) in Area 10, and Mr John Thomas (86) beat Mr Clive Murray (67) in Area 13.

The first meeting of the new Board takes place on April 22. The next elections will be in 1989.

The full Board is:—

Area 1. North East one G. H. Bullous
Area 2. North East two L. Calvert
Area 3. East C. D. Ross
Area 4. East Anglia J. King
Area 5. North East London R. G. Worby
Area 6. South East one J. C. N. Willford
Area 7. South East two P. A. P. Gleeson
Area 8. North West London L. Priest
Area 9. Home Counties D. N. Sharpe
Area 10. South E. M. Thornton
Area 11. South West D. H. Maddock
Area 12. West P. E. Taylor
Area 13. West Midlands J. D. Thomas
Area 14. North West one A. S. Facer
Area 15. North West two J. R. Clithrow
Area 16. Greater Manchester M. Gellman
Area 17. Wales D. R. Evans

R. Jones

Area 18. Two members will be nominated by the Scottish Pharmaceutical Federation
Area 19. Northern Ireland T. I. O'Rourke

Colourcare caution

The Advertising Standards Authority has upheld a complaint against Colourcare's Christmas card promotion.

The complaint — brought under the British Code of Sales Promotion Practice — arose when a Bournemouth consumer was told that supplies of the Christmas cards, advertised as being free with negative reprints, had run out.

The sales assistant also informed him that, contrary to the promotion's advertising, the cards were only available when enlargements were ordered.

The Authority have asked Colourcare to make sure employees know the terms of promotional offers and to ensure that free gifts last as long as the advertising runs.

Thinking about Supervision...

Last week I made comment on some aspects of the Nuffield report. Without wanting to make too much of a meal of it, I would like to mull over a couple of other points which must provoke a lot of response as we begin to work out the various "what if?" situations which could arise from some of its recommendations.

Of these, the area concerning supervision opens an exciting series of prospects. Exciting, that is, if we can bring ourselves to break away from the established patterns of our working lives. At the moment we are required to supervise all dispensing. Most of us understand this to mean we have to check physically every item dispensed to ensure it is correct, ie the product is what was ordered, and to accept responsibility for the presentation to the patients to make sure he or she knows how to use it.

My understanding of the law at present is that no dispensed item may be given out to a patient when the pharmacist is not on the premises. Frankly I consider this to be ridiculous, so long as the essential checking of item and instructions has been done, and the dispensed medicines wrapped and sealed, ready for collection or delivery. When you consider the Society itself sanctions and encourages the establishment of collection and delivery services via rural and semi-rural stores, where such sealed packages are handed over to patients or their representatives by lay people, there can hardly be any valid case for criticising a pharmacist who allows scripts he has already checked to be given out in his absence for lunch? Similarly if the pharmacist has to go out and install oxygen or check drug supplies at his local nursing home. At present it means no dispensing can be completed or given out while he is out. Such an absence also means his pharmacy is not conforming to the rules of the Society, nor to his terms of contract which require his presence during business hours.

What the recommendations suggest is a breathtaking opening of our horizons, with an easing up of the most irksome restrictions. By releasing us from the absolute imperative of physical control, we do not lose our responsibility for what happens, but acknowledge that trained staff, knowing the parameters of their competence, can be trusted to undertake simple routine dispensing, when they have proved themselves to be accurate.

However, I noted a plea from the NPA in their *Supplement* which begged

pharmacists who do their own dispensing to try to get someone else to check the work before it went out. The cry strikes home with many of us, pointing out the inexplicable capacity any one of us has for misreading a perfectly clear prescription checking it, and checking it again when giving it out, without seeing the error. It happened to me recently when I read Hexopal, typing the label as 5ml qds. My assistant dispensed the script as Herpid, 5ml qds. It wasn't all that clear, but when she showed me, there was no way I was right. So if we are to be freed from having to check everything, then our dispensaries will have to carry enough staff to allow for someone other than the dispenser to provide this safeguard.

There is another problem arising from this. My rural colleagues have long criticised the practice of rural dispensing doctors using unqualified staff to do their dispensing, patently without any supervision, often in the absence of any qualified person within miles. "Burying their mistakes" is not an amusing joke, but as an argument for the establishment of a rural pharmacy with its known standards, has some punch. We must ask if our accepting the same understanding of the word supervision as the doctors, is a matter which may damage our position and will have to be thought about?

Laid!

It's a lovely thought, as the actress said to the bishop! What good news to see the Government has laid the enabling legislation before Parliament, so putting in motion the chain of events leading to the implementation of our new contract.

Assuming all things go ahead as proposed, I find myself wondering now Nuffield has made recommendations about our payment structures, whether we will be able to negotiate some variation on the stark payment for work done which the new contract demands. I make no apology now for bringing up the matter of the basic practice allowance, which was a formative influence in our own recognition of the work we put in with people of the community, and is unrelated to either prescription business or commerce.

Since consultation has been promised, and the gross sum available from the DHSS to us is known, I cannot for the life of me see any reason why the profession should not be able to dispose of it in any way which can be shown to improve the quality of our pharmaceutical services, when viewed in their totality as opposed to the mechanical function of script filling. Have we not been saying "Give us some security, and we will do the rest?"

R & G Open men's range

A new range of men's toiletries is being launched by Roger & Gallet. Called Open, the range is the company's first introduction into the male sector of the market since L'Homme was launched in 1980.

The range, which comprises eau de toilette (100ml, £16.25; spray £17.50; 50ml, £19.50), after shave lotion, (100ml, £12.45; spray 100ml, £13.75) deodorant spray (150ml, £8.50) and hair and body shampoo (200ml, £7.95), is aimed at young active men in the 25-45 age group.

The products are housed in olive green/gold/white packaging and are said to be oriental in design and fragrance.

Roger & Gallet will be spending £250,000 on advertising the launch with colour pages in selected magazines and



and Sunday supplements during May, June and July. These include the *Sunday Times*, *Sunday Telegraph*, *Mail on Sunday*, *The Observer*, *Cosmopolitan*, *Elle* and *Vogue*. In store the collection will be supported with shelf strips, dummies, posters and showcards. A special gift with purchase offer will also be introduced — any consumer purchasing more than £19.50 worth of Open products will receive a free olive, green and red sports bag. *Bergal Ltd, PO Box 209, 3 Rhodes Way, Watford, Herts WA2 4QS.*

Two more from Fujimex

ujicolor super HR 100 and super HR 400 films are to be available from Fujimex in September. The films are said to offer improved colour, sharper images and a stable quality during storage and processing.

The films are to replace existing Fujicolor HR 100 and HR 400 films and are likely to be more expensive, says the company. HR 200 and HR 1600 films will

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continue to be available.

Details of prices and promotional support for the new films will be available nearer to the launch date, say *Fujimex Ltd, division of Hanimex (UK) Ltd, Faraday Road, Dorcan, Swindon, Wilts.*

Royal scent

Capitalising on the imminent royal wedding, Parfums Michel Le Fort are launching a fragrance called Fergie.

Fergie is aimed at the fashion conscious, sophisticated "girl about town". Presented in white packs, the range consists of eau de toilette in 25ml and 50ml atomisers and eau de parfum in a purse. Retail prices are likely to range from £5 to £10.

Counter display units containing 18 assorted packs and a tester will be available and regular stock will be supplied in cases of six. Chemist Sales Agencies Ltd will commence selling into the trade during April.

An advertising campaign will start in July with full colour advertisements appearing in leading women's magazines. *Chemist Sales Agencies Ltd, 2 Longfleet Road, Poole, Dorset.*



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	IT Tyne Tees

Apri:	All areas
Anadin:	All areas
Askit powders:	GTV, STV
Baby Wet Ones:	All areas except C4, Bt
Benylin Paediatric:	Y, C
Canderel:	All areas
Cymalon:	Bt
Dr Whites:	C4 (All areas)
Hedex:	TSW, TVS, Bt
Listerene:	All areas
Marigold housegloves:	STV, G, Y, HTV, TSW, TVS, TTV
Nivea:	All areas
Steradent:	All areas

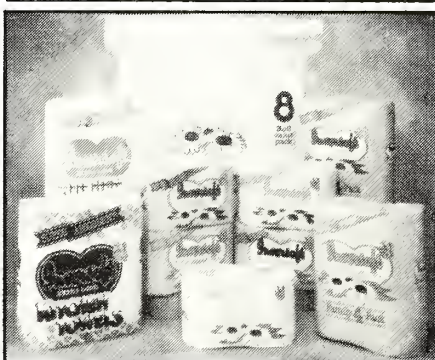
Nivea gets new TV campaign

Smith & Nephew are putting Nivea back on television for the first time since 1984, with a £1.25m campaign.

Advertising which breaks on April 7 features the Nivea skincare family and is a departure from the "Out of the blue" campaign. Set to the music of Aretha Franklin's "Natural Woman" it features three stylish young women.

Smith & Nephew say that Nivea is now the largest volume brand in the skincare market. "In 1985 the brand out performed the general purpose skincare market, which rose by 2 per cent with a 9 per cent increase in sterling terms for creme and 7 per cent for lotions," say *Smith & Nephew Consumer Products Ltd, Alum Rock Road, Faltley, Birmingham B8 3DY.*

Inversoft goes national



Inversoft toilet tissue is to be launched in England and Wales, following its initial introduction in Scotland and Northern Ireland.

Available in five shades, Inversoft is positioned as a quality budget brand with a retail price of £0.79 per twin pack.

To encourage trial purchases, the brand will be heavily supported with in-store promotions, say *S.H.S. Sales and Marketing, 2 Wolesley House, Wolesley Terrace, Oriel Road, Cheltenham EL50.*

Care-ing offer

Care Laboratories are running a Spring promotional offer featuring three products from the Savlon babycare range. The 150ml baby oil is marked at £0.69, 250g baby powder at £0.69 and 250ml baby lotion at £0.99. The promotion lasts until May 23. *Care Laboratories Ltd, Lindow House, Beech Lane, Wilmslow, Cheshire.*

Not just hot air from Philips

Philips are bringing six new products onto the market in the home appliances sector.

The HP 4434 hot air brush (£13.99) joins the Finesse range of hair stylers. It features soft bristles and a rollermatic revolving function. A lower price model — the HP 4406 (£10.99) — comes without the rollermatic feature, and will be available this Spring. In May the HP 4435 rechargeable styling wand comes out, retailing at £16.99.

For the Philishave collection, an HP2505 beard and moustache trimmer is launched this month (£19.95), and has trimming depth guide, compact stand, comb and cleaning brush. And new additions to the Ladyshave range are the HP2631 rechargeable (£24.95) with white travelling case and straight and curved trimmers; and two new colours for the 16 collection — framboise pink and pistachio green, both to be launched this month. *Philips Small Appliances, Drury Lane, Hastings, Sussex TN34 1XN.*

Bonded gift from Christy

Thomas Christy will be promoting their collagen skincare lines with a special offer running from the beginning of May.

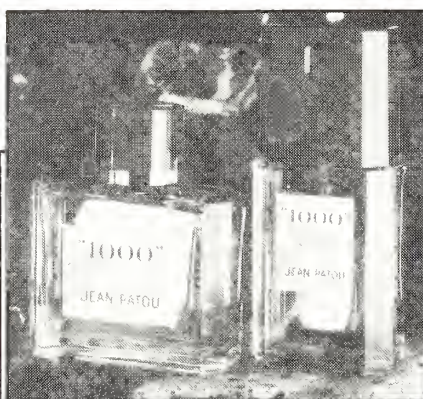
The promotion, which is designed to encourage consumer cross-sampling between Christy's bodycare and facecare range, allows the purchaser to buy a 150ml bottle of Christy's collagen body lotion with a free 11g collagen face pack sachet (worth £0.36) banded to it, for the normal retail price of £2.15. *Thomas Christy Ltd, North Lane, Aldershot, Hants.*

Earring appeal

Silvikrin's Shaders & Toners are being promoted by a special earring offer with teenager appeal.

In exchange for £2 and any two empty sachets from the Shaders or Toners ranges, each applicant can — up to August 31 — choose a set of pink or silver coloured earrings. If not completely satisfied, Beecham Toiletries guarantee a refund within 30 days of return.

The offer will be advertised in April in *Just 17, Mizz, Jackie, Patches* and *Looks*. *Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*



Following the introduction last year of eau de toilette for their flagship fragrance Joy, Jean Patou Parfums have launched "1000" eau de toilette. "1000" is described as a floral bouquet with a woody and iris background, with the main *Osmanthus* ingredient from China. The new eau de toilette comes in 30ml (£19.25) and 60ml (£31.50) flacons, and in 45ml (£29) and 90ml (£47.50) sprays. Packaging reflects that of its sister Joy eau de toilette, with the name "1000" stamped in dark brown in a gold square on a white background. *Jean Patou Ltd, 3 Coleridge Gardens, London NW6 3QA*

No Kodak gold 400 — yet

Kodak's Kodacolor gold 400 film (*C&D* January 25, p126) will not now be available until the Autumn.

The company says it is "unable to manufacture sufficient quantities" of the film to support the launch. However, Kodacolor gold 100 film and POS material will be available on schedule, towards the end of this month.

Advertising support on television and in national colour magazines and photographic enthusiast Press is to go ahead as planned, say *Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU.*

Simple travel from Albion

Albion Group have introduced travel size packs for the Simple range.

The packs contain a cleanser, moisturiser, toner and the new formula hand and body lotion in special 50ml sized bottles packaged in a plastic wallet.

The travel packs will be available in June for around £2.70.

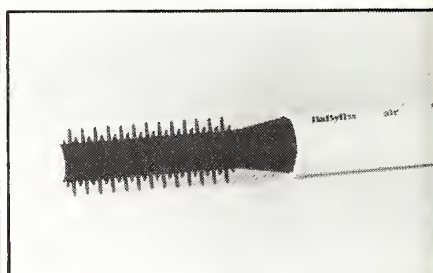
In each pack there is an opportunity to obtain a pair of collapsable sunglasses worth £2.50, offered at the special offer price of £1. *The Albion Group Ltd, 113 Station Road, Hampton, Middlesex TW12 2DY.*

Cussons Pearl double take

Throughout April and May Cussons Pearl will be available in a twin pack, priced at £0.45, following in the wake of a £0.5m television campaign in February and a coupon drop in March.

This promotional activity heralds the second anniversary of the launch of Pearl which, say Cussons, has established a 5 per cent market share. *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

Stylish moves from Babylliss



Babylliss have introduced the Styl'air — a hot brush designed for styling with mousse and gel. It has a barrel that can be removed for cleaning, says the company, and retails at around £11. The Styl'air will be supported by a national advertising campaign in young women's magazines this summer.

Planned for May are flash dryers and hot brushes in fashion colours — fuchsia pink and turquoise. These come in transparent zip bags, all colour coded. The dryers are to retail at around £9 and the hot brushes at £7.

And Babylliss say they are also planning to take a "substantial" share of the health and fitness market this year, with the May launch of their body-toner massager. Designed to emulate real hand massage, the massager has twelve independently rotating fingers, and retails at £30. *Standring & Co (Hull) Ltd, 101 Spring Bank, Hull HU3 1BJ.*

TV for Scholl

Scholl Fresh Step insoles will feature in a national television campaign worth £750,000 from mid April through to the end of May. The 20-second commercial will carry the theme "Walking on air". *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

SPECIAL ANNOUNCEMENT



Personal Care Products/3M Health Care are pleased to announce that their Buf-Puf range of skincare products are now being distributed in the United Kingdom (excluding Northern Ireland) by David Anthony Pharmaceuticals Limited.

David
Anthony Pharmaceuticals
Limited

Liverpool L24 9GH. Tel.051 486 7117. Telex 629846 Hermes G





Refreshingly ©

"Anything else just isn't cricket"



By public demand, we're introducing Robinsons Original squashes. No artificial colours, flavourings or sweeteners.

With the demand for more natural drinks, our High Juice squashes - orange and lemon - should go down rather well.

We're launching them with a national TV campaign and a door-to-door leaflet drop.

Consumers get 15p off their first bottle; you get 50p off your first case.

All in all, we're spending £2 million this summer. Who knows, our Original could be the greatest yet.

04694 472

COUPON WORTH

50^p off

A CASE OF ROBINSONS
ORIGINAL HIGH JUICE
SQUASH

ROBINSONS

Each coupon valid until Oct 31st 1986.

TO THE RETAILER: This coupon may be used at your local Cash & Carry/Wholesaler as part payment towards the purchase of a case of Robinsons Original High Juice Squash before 31st October 1986.

TO THE CASH & CARRY/WHOLE-SALER: Please accept this coupon on behalf of: Robinsons Drinks, Department 821 (NCH), CORBY, Northants NN17 1NN who will redeem it for 50p provided that it has been accepted as part payment towards the purchase of a case of Robinsons Original High Juice Squash.

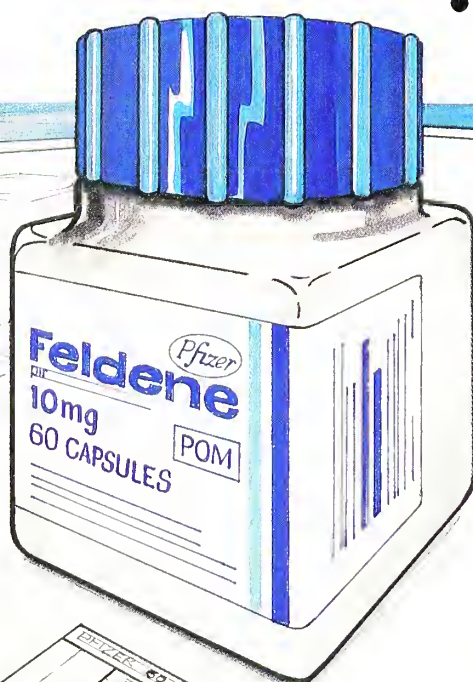
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Specifically designed

The problems which arthritic patients have with many NSAID packs were highlighted recently in a trial published in the British Medical Journal.

Twelve containers used for dispensing anti-inflammatory drugs were compared and the Feldene container was found to be: *"rather more satisfactory than the others and may be preferred by certain patients."*

- Large cap with ridges.
- Square shaped plastic bottle for easy grip.
- Simple to identify (a full dosage range is available to suit the patient.)



Feldene^{*}

piroxicam ^{*}Trade Mark

24 hour relief from pain and stiffness from a single dose.

Now Feldene dispersible tablets are also available.

PRESCRIBING INFORMATION:

Indications: Feldene is a non-steroidal anti-inflammatory agent indicated for the treatment of rheumatoid arthritis, osteoarthritis, ankylosing spondylitis, acute gout, acute musculoskeletal disorders. **Contra-indications:** Active peptic ulceration or a history of recurrent ulceration. Hypersensitivity to Feldene. Patients in whom aspirin or other non-steroidal anti-inflammatory drugs induce symptoms of asthma, rhinitis or urticaria. **Warnings:** The safety of Feldene during pregnancy and lactation has not yet been established. Dosage recommendations and indications for use in children have not yet been established. **Side Effects:** Feldene is generally well tolerated. Gastro-intestinal symptoms are the most common; if peptic ulceration or gastro-intestinal bleeding occurs Feldene should be withdrawn. As with other non-steroidal anti-inflammatory agents, oedema, mainly ankle oedema, has been reported in a small percentage of patients; the possibility of precipitation of congestive cardiac failure in elderly patients or those with compromised cardiac function should therefore be borne in mind. Various skin rashes have been reported. **Dosage:** In

rheumatoid arthritis, osteoarthritis, ankylosing spondylitis - 20mg as single daily dose; the majority of patients will be maintained on 20mg daily. Feldene may be taken with food. In acute gout, start with a single dose of 40mg followed on the next 4-6 days with 40mg daily in single divided doses. Feldene is not indicated for long term management of gout. In acute musculoskeletal disorders, start with a loading dose of 40mg daily in single or divided doses for the first 2 days. For the remainder of the 7 to 14 day treatment period the dose should be reduced to 20mg daily. Feldene suppositories; recommended dose 20mg once daily. **Basic N.H.S. Cost:** Capsules 10mg coded FEL 10, pack of 60 £9.00 (PL0057/0145) and capsules 20mg coded FEL 20, pack of 30 £9.00 (PL0057/0146); dispersible tablets 10mg coded FEL 10, pack of 60 £9.90 (PL0057/0240); dispersible tablets 20mg coded FEL 20, pack of 30 £9.90 (PL0057/0242); suppositories 20mg, pack of 10 £4.95 (PL0057/0219). Full information on request.

Reference
1. Le Gallez P et al. Brit. Med. J. (1984), 288, 699.



**Pfizer Ltd,
Sandwich, Kent.**



A new remedy for Setlers

Beecham Proprietary Medicines are relaunching their indigestion remedy Setlers with a new formula.

New improved Setlers have been reformulated to give 30 per cent more acid neutralising power and the tablet texture has been improved to give a smoother feel in the mouth say Beecham. A new flavour, Spearmint, has been introduced to stand alongside the original mint flavour.

The product has been repackaged in "modern, bright packs highlighting the improvements." Both flavours are in four standard pack sizes — 30 tablet, 50 tablet, 100 tablet and ten tablet single rolls and current prices will be maintained at relaunch.

Beecham are supporting Setlers with their biggest ever advertising campaign — £1.6m on national television, starting in June. Launch deals are available from representatives. *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

Taking chemists to the cleaners...

British Tissues are hoping to extend their distribution of Sapur carpet cleaner to chemist outlets.

The company took over distribution of Sapur — a Belgian product — earlier this year. But until now it has mainly gone to the grocery sector. Advertising for the product is being planned for the Autumn and will centre on television or consumer Press. Sapur retails at £2.45. *British Tissues Ltd, Lowlands House, 43 Lowlands Road, Harrow, Middlesex.*

On the box...

Reckitt & Colman are running a commercial for the Steradent range, until the end of May, on national television. The

company says the advertisement is a complete departure from the recent somewhat stereotype advertising for denture care products. The copyline is 'Steradent, in original, deep clean and minty. Clean your dentures with Steradent Bubbles.' *Reckitt & Colman Products Ltd, Dansom Lane, Hull HU8 7DS.*

Covermark move

Covermark products are no longer being distributed by Medexport but by *Stiefel Laboratories (UK) Ltd, Holts spur Lane, Wooburn Green, High Wycombe, Buckinghamshire HP10 0AU.*

Goya Summer promotions

Goya Matchroom after shave in a natural spray is currently being offered with a £1 reduction. The special price packs have a rsp of £1.95 against the normal rsp of £2.95. At the same time special money-off packs of Cedar Wood anti-perspirant stick (75g) and Cedar Wood deodorant body spray (125ml) are also being sold into the trade. The promotion offers a saving to the consumer of £0.40 on both products. *Rigease Ltd, PO Box 27, Brentford, Middlesex TW8 9DW.*

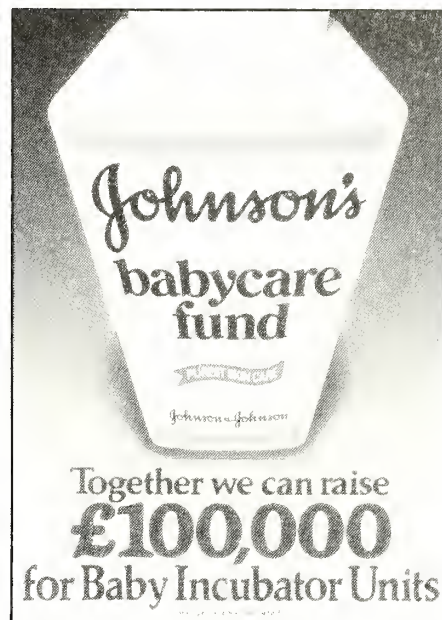
Gibbs launch — Audace-ous?

Audace is a new eau de toilette collection which Elida Gibbs predict will inject life into the relatively static, lower-priced sector of the fragrance market.

Created in France, Audace is manufactured by Elida Gibbs' sister company *Francaise Soins et Parfums* and is claimed to have achieved a significant share of the French eau de toilette market since its launch in 1983. Elida Gibbs are aiming for over 2 per cent share of the total UK perfumery market by the end of this year.

The fragrance is oriental in nature, characterised by amber and vanilla with floral and jasmine top notes. The main target is 20-35 year old women but it was liked by 94 per cent of women of all ages and classes who took part in the trials say the company.

There are three sizes of vaporisateur (30ml, £4.95; 50ml, £7.25; 100ml, £11.95) and a talc (£2.25). A trial size vaporisateur



Together we can raise
£100,000
for Baby Incubator Units

Johnson & Johnson are launching a babycare fund which aims to raise £100,000 for intensive care incubators. From May special packs of their baby products will carry 25p tokens, and for every one returned by consumers the company will donate that sum to the fund. A nationwide poster campaign will support the promotion, and collection points for the tokens are to be organised in big city centres. *Johnson & Johnson Ltd, Brunel Way, Slough, Berks SL1 4EA*



(£1.75) will be available during the launch, and coffrets at Christmas. The range will be sold through pharmacists and department stores, not grocers.

There will be a national television spend of £800,000 in June and £1m in November-December. The commercial is almost identical to the one used to launch the fragrance in France. During the summer 5 million samples will be attached to advertisements in women's magazines and there will be in store demonstrations.

Elida Gibbs say the fragrance market, worth between £200-£250m at rsp and the largest single sector in the toilettries market, has seen consistent growth in recent years, increasing in value by 10 per cent per annum. *Elida Gibbs, PO Box 1DY, Portman Square, London W1.*



Retouch for Quickies

Beecham Proprietary Medicines are this month relaunching Quickies.

The face cleansing, eye make-up remover and nail varnish remover pads feature a "younger, more cosmetic" image. New pack colours and labels clearly identify each variant. In addition, the jar tops are decorated with labels to improve merchandising. The range now offers two sizes on each variant — the handbag convenience packs (£0.63) and the economy jars (£1.47). A vanity of large face cleansing pads is also available, retailing at £0.76.

The relaunch will be supported by a £300,000 Press advertising campaign, starting in June and using women's magazines such as *Elle*, *Over 19*, *Options* and *Family Circle*.

An on-pack promotion offers consumers the chance to save up to £40 on their holidays in the Quickies holiday bonanza. Each promotional pack has one voucher, and for every three proof-of-purchase vouchers submitted, reductions can be obtained from holidays booked with major tour operators. The promotion will be supported with showcards and shelf-edgers for use at point of sale. The offer is valid for any holiday booked by October 31, 1987. Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.

Health bangle

Spirit of Health have introduced the Bishop's Bangle, made of copper with a zinc insert. The bangle (£3.50) is available in packs of six. Addis Ltd, Brushworks, Hertford.

Mini-Evians from Jica

Evian have launched a triple pack of three mini facial sprays (£4.75) of their mineral water.

Packaged in a rigid clear plastic pocket, the 50ml sprays come in self-display packs of ten pockets from distributors Jica Beauty Products Ltd, Island Farm Avenue, Molesey Trading Estate, East Molesey, Surrey KT8 0UZ.

Dylon add colour to POS

Dylon have produced new point of sale material designed to link fashion trends with fabric dyeing.

A booklet — "Show yourself in your true colours" — is supported by header boards incorporating booklet dispensers and counter display boards. An upright counter card and an alternative header card both carry the booklet's message to emphasise the fashion element.

A small wobblers features the season's colours — red, royal and turquoise — launched by Dylon, and a sticker carrying the line "new fashion colour" is also available.

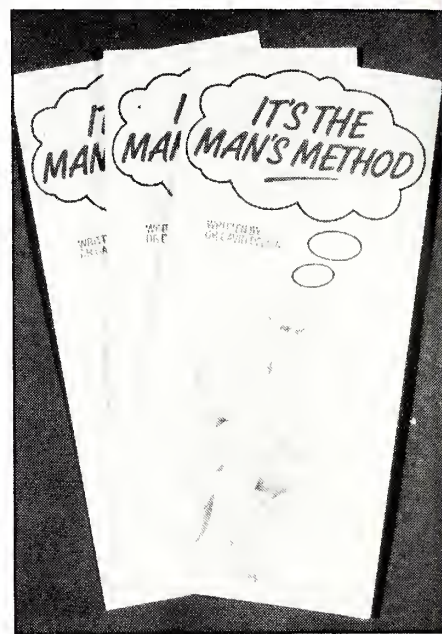
On a different note Dylon International have acquired Movol Products Ltd, makers of Movol iron-mould remover. Dylon International Ltd, Worsley Bridge Road, Lower Sydenham, London SE26 5HD.

Breath of fresh air for smokers

A new air freshener designed to combat smoking odours is being introduced by Beecham Toiletries called Airwick Breeze anti-tobacco (£0.39).

The product is being introduced this month, following a £500,000 burst of television advertising for Breeze Original. Working inside a disposable vacuum cleaner bag the capsule's freshening power lasts as long as the dust bag, says the company. "Stale air sucked in by the vacuum cleaner is instantly freshened by Breeze before being redistributed."

The company believes the new variant will build on the success of Breeze Original — the room freshener capsule for use with a vacuum cleaner. Beecham



Fighting shy...

A new leaflet being distributed to pharmacies gives instructions on the use of the sheath and answers questions that men may be too shy to ask.

Written by Dr David Delvin, a consultant to the Family Planning Association, "It's the man's method" is aimed at younger men and encourages them to take a more responsive attitude towards contraception. The leaflet has been produced by the Durex contraception information service and will be distributed to pharmacies by LRC Products Ltd representatives.

Dr Delvin says that, over the FPA's "Men too" year, there has been a 13 per cent increase in male attendances at family planning clinics and an 18 per cent increase in sheath usage in clinics. Durex contraception information service, North Circular Road, Chingford, London E4.



Toiletries claim that Breeze Original has gained a 6 per cent sales volume share of the slow release sector, which is itself growing at the annual rate of 7 per cent in unit sales say Beecham Proprietary Toiletries, Beecham House, Great West Road, Brentford, Middlesex.



SUMMER-TIME MAGIC

There is no need for hay fever to spoil the magic of Summer. Proven over many years, Piriton (Chlorpheniramine Maleate BP) is now available in a new blister pack of small, easy-to-swallow tablets for your recommendation.

Piriton is made by Allen & Hanburys and has an established reputation for effective therapy, trusted by professionals and remembered by name by the public.

Hay fever need not spoil the magic of Summer.

NEW
BLISTER PACK



PIRITON
Trade Mark

FOR THE RELIEF OF HAYFEVER,
INSECT BITES & SKIN ALLERGIES
30 tablets 4mg



PIRITON

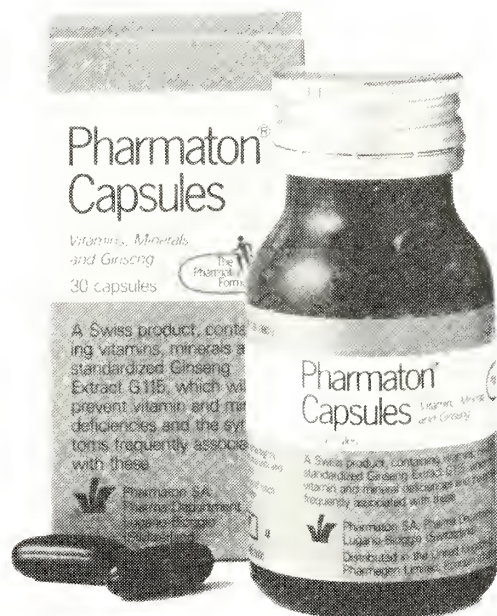
Low Priced Professional Hay Fever Treatment



Allen & Hanburys Limited, Greenford, Middlesex UB6 0HB. Piriton is a trade mark.



WHY YOU SHOULD TAKE PHARMATON CAPSULES



How healthy is your vitamins and minerals turnover?

Just because some customers show the occasional interest in maintaining a properly balanced diet, doesn't mean your business is profiting as fully as it could from the sale of supplements.

You need Pharmaton Capsules. And what your customers need are good reasons for buying them.

Every Pharmaton Capsule is a unique package of vitality. No less than 22 vitamins, minerals and other substances along with a patented G115 standardised Ginseng extract go into it.

To give you a vitamin and minerals sales boost our advertising will be telling your customers about the unique formulation of Pharmaton, plus the fact that it's the No. 1 preparation from Switzerland, a country famous for pharmaceuticals.

Pharmaton Capsules are already one of the world's top selling supplements, so we're predicting high sales here too.

The capsules are available from all leading wholesalers with a generous profit margin for you in every bottle.

Our next ad will be showing you the support we're putting behind Pharmaton. But if you'd like to know more now call Bob Scott on 01-391 2323, or write to him at UniChem.

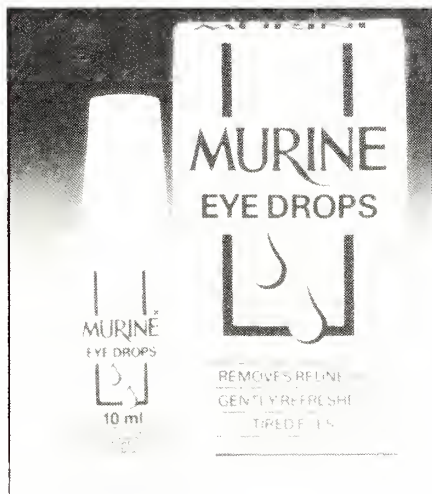
UniChem

UniChem Ltd., UniChem House, Cox Lane, Chessington, Surrey KT9 1SN

THE COMPLETE SERVICE FOR INDEPENDENT PHARMACISTS

Murine pack easier on eyes

Murine eye drops have a new look, with more distinctive packaging to meet the needs of the increased competition in the OTC market.



Brighter yellow and blue colours, the words "eye drops" and a new "tear" graphic replace the single eye design and "Murine for clear eyes" line which Abbott say consumer research revealed as unattractive and confusing.

The outer carton is shrink-wrapped to provide evidence of tampering. A new shipper also doubles as a display unit, with access from the counter side only. *Abbott Laboratories Ltd, Queenborough, Kent.*

Slim campaign

Thompson Medical Co are launching three separate Press campaigns.

Aqua Ban will benefit from a £150,000 women's Press campaign running from now until October. Bran-slim is featuring in £100,000 worth of advertising in the women's Press and national daily newspapers to September. And Slim-Line has a £100,000 until August using women's publications. *Thompson Medical Co Ltd, PO Box 365, London.*

Two new

Colman's of Norwich have added two more new products to the Robinson's fruit drinks range: low sugar concentrated orange and pineapple Special R (1 litre, £0.72) and apple and raspberry Ready Drink (250ml, £0.20). *Colman's of Norwich, Carrow Road, Norwich.*



Numark add on

Numark indigestion tablets are the latest addition to the growing Numark counter range.

PRESCRIPTION SPECIALITIES

Paraplatin injection

Manufacturer Bristol-Myers Pharmaceuticals, Swakeleys House, Milton Road, Ickenham, Uxbridge UB10 8NS

Description Vials containing 150mg carboplatin

Indications Advanced ovarian carcinoma of epithelial origin in first line therapy, or second line therapy after other treatments have failed. Small cell carcinoma of the lung

Dosage 400mg/m² as a single IV dose administered by short term infusion for previously untreated adult patients with normal kidney function. Therapy should not be repeated for four weeks after the previous course. See Data Sheet for full information

Contraindications Severe existing renal impairment, severely myelosuppressed

Each tablet contains calcium carbonate BP200mg magnesium trisilicate 60mg, heavy magnesium carbonate 60mg, sodium bicarbonate 60mg and ginger BP 10mg.

The 80-tablet carton (£0.95), containing four rolls of 20 tablets, is packaged in red and blue livery complementing the rest of the range.

Numark indigestion tablets will be featured in future Family Care Specials promotions, say *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

patients, those with severe allergic reactions to platinum or mannitol
Warnings Paraplatin myelosuppression is closely related to its renal clearance. Renal parameters should be assessed during therapy.

Monitoring of blood counts is recommended. Safe use in pregnancy not established

Adverse reactions Myelosuppression, nephrotoxicity, nausea and vomiting, allergic reactions, ototoxicity and neurotoxicity can occur. Abnormalities of liver function tests have been reported. Taste alteration, alopecia, fever and chills have infrequently been reported

Packs 150mg vial (£85.71 basic NHS)

Supply restrictions Prescription only

Product licence 0125/0180

Issued March 1986

Normacol — new name, new pack

Normacol special is being renamed simply "Normacol" and modified packaging is being introduced for the 500g pack. In addition the product is becoming available

in unit dose sachets in packs of 60 (supplied as two cartons of 30) at a trade price of £4.98. *Norgine Ltd, 116 London Road, Headington, Oxford OX3 9BA.*

BRIEFS

Ayerst Laboratories say that due to problems in obtaining **Calthor 500mg** tablets, two by 250mg Calthor tablets may be dispensed as a substitute for one 500mg tablet at equivalent prices. Supply problems should be resolved later this month. *Ayerst Laboratories Ltd, South Way, Andover, Hants SP10 5LT.*

Cyclogest 200mg and 400mg: from April 1 Cyclogest, formerly distributed by Cox Continental Ltd, will be distributed by *Hoechst UK Ltd, Hoechst House, Salisbury Road, Hounslow, Middlesex TW4 6JH.* The product licence will

continue to be held by L. D. Collins & Co Ltd.

Bristol-Myers Oncology have modified their credit policy and will now give full credit for expired material provided they are notified within one month of the elapsed expiry date. Full details from *Bristol-Myers Oncology, Swakeleys House, Milton Road, Ickenham, Uxbridge UB10 8NS.*

Farmitalia Carlo Erba are now distributing through *Spectrapharm Ltd, 14 Cronin Courtyard, Weldon South, Corby, Northants NN18 8AG.*

Chemist & Druggist 5 April 1986

Get into gear for holiday diarrhoea

Enterosan®

STOPS DIARRHOEA
RELIEVES STOMACH UPSETS AND COLIC

The holiday season is coming soon. And with it will come customers asking for the trusted relief of Enterosan by name. Here's why . . .



☐ *Biggest-ever Enterosan
advertising campaign*

Our new national press campaign really brings home the misery of holiday diarrhoea and the tried and trusted relief Enterosan brings.

☐ *Unrivalled support package*

Strong, eye-catching P.O.S. display plus a major, season-long P.R. campaign will keep Enterosan right in the public eye.

For more stock, or further information contact the Enterosan distributor: David Anthony Pharmaceuticals Ltd., Edwards Lane, Speke, Liverpool L24 9GH. Tel No: 051 486 7117.

Ends 'dear-oh-dear' diarrhoea-fast

WATCH OUT FOR THE 1986 ENTEROSAN INCENTIVE PACKAGE!

Wysoy* - 75%



Soy formula sales are expected to grow to £5 million in 1986.

Leading this growth market is Wysoy* supported throughout the year by extensive activity targetted at all sectors of infant-health care.

All this and more from the market leader:

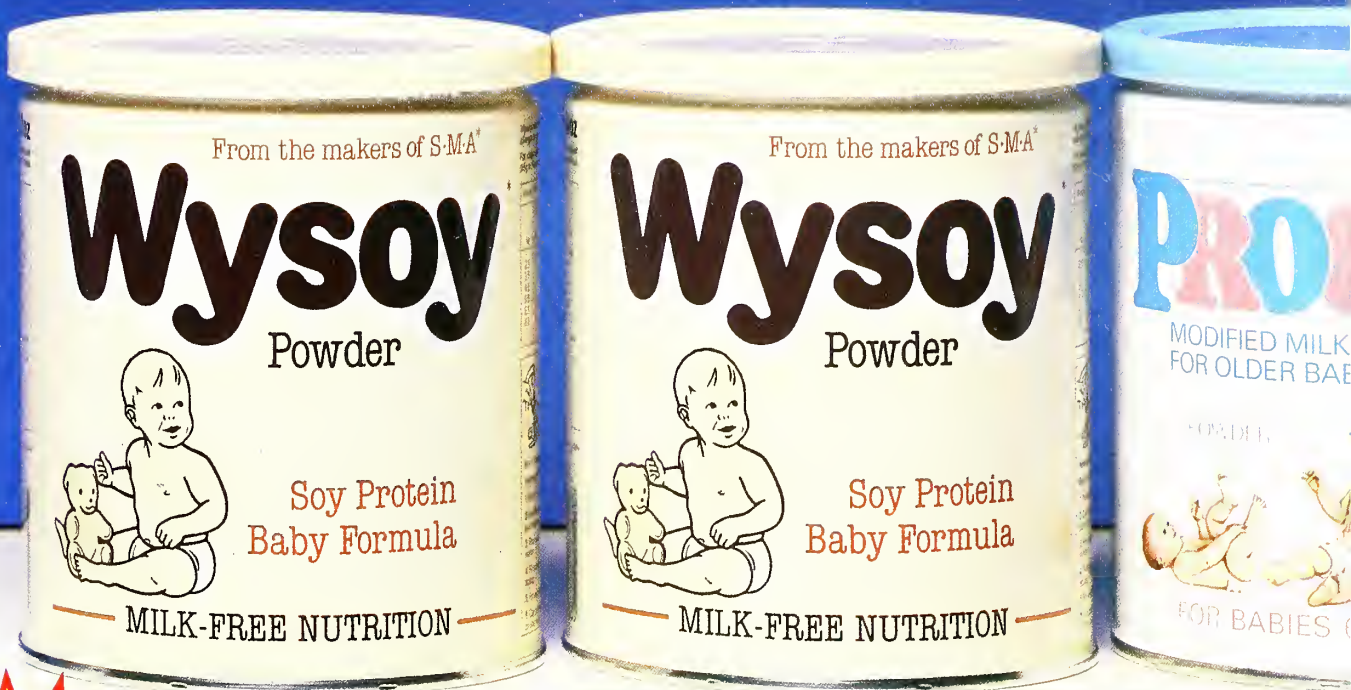
Now available in 860g size – Wysoy* offers a higher return for you plus added saving and convenience for mothers.

Shelve Wysoy 860g alongside Wysoy 430g and meet the growing demand for the leading soy based infant formula.

Grow ahead in '86 – make way for the 860g size.



OF THE 'WYSOY' MARKET AND THERE'S MORE...



**NEW
860g
SIZE**

860g Wysoy is approved by ACBS for the treatment of milk or lactose intolerance, galactosaemia and galactokinase deficiency.



Wyeth Nutrition
***Leading the way**

*trade marks

Breast milk is best for babies. Wysoy milk-free formula is intended to meet the nutritional needs of infants and children who are allergic to cow's milk protein or intolerant to lactose. Professional advice should be followed.

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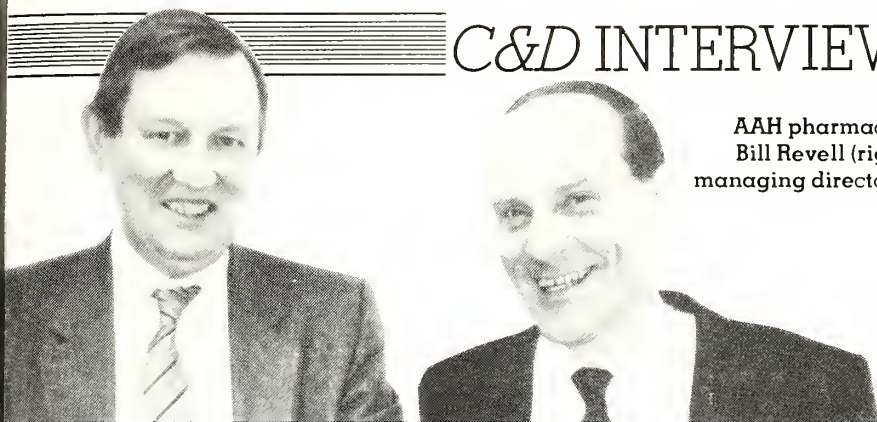
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THE ANSWER



AAH pharmaceutical director
Bill Revell (right) with Vestric
managing director Peter Worling

AAH in bullish mood one year on

Just one year on from becoming the UK's largest pharmaceutical wholesaler with the takeover of Vestric, AAH pharmaceutical director Bill Revell is feeling decidedly bullish. "Any pharmacist investing £600 in AAH shares a year ago has a holding worth around £1,100 today. If, instead, he had chosen to put the £600 into Unichem he would find it was still worth only £600. The difference is that he had to make that Unichem investment to get their service — not so with AAH to get theirs."

When Vestric and AAH linked on March 29, 1985 not even the most optimistic director in either company forecast the buoyant nine-month trading figures recently announced — trading profits up nearly 600 per cent to £7.7m on the pharmaceutical side on a turnover of £339m. And total group profits and turnover almost doubled to £15.08m (£7.82m) and £714.97m (£357.5m) respectively. At that time chairman William Pybus talked of Vestric facing problems in very difficult market conditions. Now, Bill Revell talks of a volatile market from which AAH wholesalers have been able better to make capital than the opposition.

The demise of Barclays and the rationalisation of depot changes at Macarthis followed by recent board room switches unsettled their customers and allowed AAH to take advantage. But Mr Revell is at pains to stress that although AAH are looking to grow their wholesale businesses, they are not looking to become a monopoly supplier of the market. "It would be bad for us and the market.

"All our companies have done well in a static market. Service, not simply price, is now the key, especially as the new contract is to remain cost-plus," he says.

What AAH seem to have done is laid the foundations for own-label expansion throughout a company which can now claim national wholesale cover with the November purchase of East Anglian distributors Grimwade Ridley of Ipswich. The October launch of generics packaging company Hillcross Pharmaceuticals and the November purchase of two toiletries contract packers Interger Beauty Products and Berkeley Perfumery should pave the way for expansion of the Vantage range. The end-of-March relaunch of the Vantage shampoo and conditioner range with the emphasis on quality at an affordable price, could be the harbinger of halcyon days for a national chemist-only brand.

Indeed the distribution expertise gained by AAH moving nuggets of black gold around the country is seen as the key to transforming Vestric. "AAH have a better understanding of how to finance a wholesale company than a pharmaceutical manufacturer could ever have — the percentages are different," says Vestric managing director Peter Worling. "They make a more comfortable bedfellow too."

At present AAH are not looking to juggle the spread of depots in their wholesale mix. They believe the variety and levels of service available from the eight branches of their independents Hills Pharmaceuticals, Mawson & Proctor, Herbert Ferryman and Northern Pharmaceuticals, offer an acceptable alternative to the Vestric trading pattern. "While it suits the market we will persevere with this philosophy," Mr Revell says, having benefitted in 1985-86 from the depot closures of the competition. "We are very successful now so we've no need to push business onto the market."

Peter Worling believes Vestric's branch modernisation and rationalisation was completed just at the right time. He says the OTC transshipment depots at Luton, Preston, Bristol and Glasgow are

'We have acted as a counter balance in the best interests of the market'

operating well in servicing the other 19 Vestric branches. And it is the OTC side Vestric are looking to further develop with better promotional support of branded offers and own label expansion. "OTC retail chemists are still not getting their fair share of OTC business. We are putting a lot of effort into our OTC marketing and that will include advertising to the consumer," says Mr Worling.

He believes the latest Government moves to cut the price of generics could force some of the smaller operators out of the market and introduce a necessary stability. AAH have no desire to enter the parallel import market. They say the supply is finite, is often of dubious legality, and is too intermittent to satisfy the demands of a major wholesaler. "PI is not a normal form of commerce," Mr Worling says.

However, the financial startup package offered by newcomers Statim Finance, is a sound commercial practice and has paid dividends for company and pharmacist customer alike, claim AAH. So far over £2m of funds have been handed over to 25 businesses and a further £4m already committed to others. "It's gone like a bomb," Mr Revell says.

Mr Revell believes AAH have brought a welcome stability to the market and that this has attracted new business for its wholesale members. "We have acted as a counter-balance in the best interests of the market." And he warns the Government that it cannot expect to take more money out of the main-line wholesalers. "The major companies are operating efficiently and are unlikely to achieve further operating economies which could result in further customer discounts. Mr Worling points out that the level of discount has been stable since the end of 1984.

What of the future? Could not AAH's very success with pharmaceutical wholesaling make them a target in the present bull stockmarket? "Not at our present price," Mr Revell retorts. "The answer is to keep the company motoring." With the new Vantage logos now dominating the latest additions to the 350 strong fleet of Vestric vans, AAH and its management teams look set to do just that.



The pitfalls of leasing

If you hold your business premises on a lease, it is almost certain to have a provision for what is known as a "rent review". This is just a bland way of saying that after a period of time the landlord will ask for a rent increase.

In times of inflation and rising property prices, some increase in rent is to be expected. But sometimes the demands made on businesses can be quite staggering.

What happens if you feel your business cannot stand the new rent? Well, with most leases, because an amount has been demanded by the landlord at the time of a rent review, it does not mean that this figure has to be agreed. In fact, unless the lease gives the landlord the right to demand *any* amount at his will and pleasure — and this is extremely rare — then the figure first asked for is a negotiating figure. It expects a response from you — either saying that no increase is justified, or that only a minimum increase should be paid. If you can arrive at a satisfactory settlement with the landlord — all well and good. If not, you will probably find in your lease a clause allowing the matter to be settled by arbitration. It may well be worth your while to take advantage of this clause. However, if you do go to arbitration, use a chartered surveyor or valuer to represent you and take away the headache.

At the end of the day a rent will be fixed. But supposing you still find your business can't stand the extra burden? What can you do?

The trouble is, you are in a difficult position. If you decide to close down, you are still legally liable for the rent, although the landlord should do his best to let it to



someone else as soon as possible. You might want to assign the lease, or even sub-let the premises. Much depends on what your lease says about this course of action. You might not be able to do this without the landlord's consent — although the law says that such consent must not be unreasonably with-held.

All you can really do is negotiate the best possible deal with the landlord to vacate the premises. His incentive is that otherwise your business might fail — where he is likely to get nothing.

New sick rates

New rates for statutory sick pay operate from April 6. Employers have to pay sick pay for 28 weeks instead of eight.

The money paid out can be recovered from the Government. The employer has to deduct from his National Insurance contribution the amount he has paid out in sick pay. If his bill is bigger than his contributions then he can make deductions from his PAYE contributions. In addition, for 1986-7 he will be able to charge 9 per cent of his statutory sick pay payments to cover his administrative expenses.

The new weekly rates are as follows: £46.75 for employees earning £74.50 or more; £39.20 for employees earning between £55.50 and £74.50; £31.60 for employees earning between £38 and £55.50.

Employees whose average weekly earnings before falling sick are less than £38 per week (the lower earnings limit for Class 1 national insurance contributions) do not get statutory sick pay.

All the changes in the SSP rules are contained in the *Employer's Guide to SSP* (Leaflet NI 227) available from the local DHSS office.

Taxing times for the Revenue

News from the Inland Revenue could bring a smile to the faces of businessmen with the prospect of a tax demand — and gloom to those trying to recover money owing from the tax office.

Apparently, there is a serious backlog of work in tax offices right across the country, with some 6 million items needing attention. Although more staff are being

recruited, the backlog is likely to continue for some time. The Revenue have announced that they are taking measures to cut the workload. But these are not being announced publicly, since "tax-dodgers" might take advantage of them. They do include, however, the temporary suspension of some checks.

In the meantime, tax payers can help by only contacting their tax offices about urgent outstanding correspondence. Non-urgent phone calls or letters, says the revenue, only add to the delay.

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Sniffing around for a cold cure

Each year at this time, a large number of people wonder about the availability of improved therapy or prophylaxis for the common cold. The usual answer is that nothing is in sight. With the rapid developments in biotechnology and improved understanding of the viral particle, are the prospects any better? To answer this question a brief review of the condition and the latest research developments is useful.

Progress against the common cold has been made on two fronts. Firstly, there is now improved understanding of the biology of the common cold virus in relation to such diverse aspects as the mechanisms of interaction between the virus and the human host and viral antigenic variation. Secondly, a more scientific evaluation of the symptomatic treatment of the common cold is now available thanks to extensive testing by manufacturers of common cold remedies, in response to demands by the licensing authorities in the USA, the UK and many other developed countries.

The common cold virus

The formidable problems presented by antigenic variation can readily be gauged from the fact that while rhinoviruses account for about half of all common colds, a number of other viral groups are also involved. These include the coronaviruses, the adenoviruses, the parainfluenza viruses, the respiratory syncytial viruses and the Coxsackie viruses. Within each group, a number of different antigenic types exist. With the rhinoviruses, for example, well over a hundred types have been identified to date. Because of such diversity, hope for an effective vaccine must be low, but researchers in the field have not totally lost hope as evidenced by the continuing research.

The emphasis is on the identification of common antigenic groups among the many different viruses. Some authors have for example reported that rhinoviruses can be arranged into perhaps only a dozen or so groups thus potentially reducing vaccine composition from over one hundred components to about a dozen. However, equally recent evidence shows that serotype patterns undergo change as a result of spontaneous mutation or pressure of antigenic variation. This phenomenon is well known to pharmacists handling the different vaccine compositions for the prevention of influenza. Whenever necessary, manufacturers review their formulations as a result of the latest information from the World Health Organisation and elsewhere.

From this perspective the likelihood of an effective vaccine against the common cold seems to be as remote as ever. However, work on the amino-acid sequencing of antigenic groups may well enable the development of more specific vaccines with hopefully less side-effects. Some work suggests that the individual

challenged by a virus may respond by initiating an immune response not only to the virus presenting the challenge but also to a wider number of viruses probably as a result of previous exposure. Knowledge that such heterotypic responses exist is of course encouraging for the designers of common cold vaccines. How general such responses are remains to be determined. Better delivery of vaccines such as via the nasal cavity as opposed to the parenteral route may also help, but it does not overcome the fundamental problem of antigenic variation shown by the infecting viruses.

Non-vaccine approaches

Ingress of viral particles which initiate an infection in the human host is normally prevented by an efficient series of protective mechanisms. Entrapment by the secretions of the mucosal surfaces of the respiratory tract is followed by ciliary clearance. Airborne particles humidify under the high humidity environment and sediment before being cleared by ciliary activity. Accompanying digestion of the offending particles leads to the leakage of immunogenic components and initiation of the immune response. This involves both specific and non-specific components. In the former, secretory immunoglobulins produced locally contribute more than circulating antibodies to this surveillance. Mucus hypersecretion and secretion of nonspecific defence compounds such as the interferons strengthen the defence system. Any particle which succeeds in penetrating these local defence systems is then exposed to normal systemic surveillance mechanisms. Only when all these fail does infection set in.

Scientists have been quick to make use of the knowledge of the defence mechanisms involved and much research work has been carried out on the use of interferons. They are produced by all living cells of the body by a mechanism activated by the presence of the virus particle. This response is immediate and provides one of the first lines of defence and buys time for the immune system to respond. In the absence of the offending particle the interferon system is switched off, because although the interferons protect, prolonged exposure leads to cellular damage.

With this information in mind, the results of clinical trials on the use of interferon in the prevention of the common cold can be rationalised. For optimum use, the interferons should be administered prior to exposure to the infective particles. Clearly this means that the interferons should be applied continuously, a proposition which is not practical given their potential toxicity and high price. Mass production using cell culture may reduce the price to an acceptable level but not for a long time yet.

An alternative approach is the use of agents designed to stimulate the production of interferon by the cells of the body but so far the progress is only limited. Chemotherapy using antiviral compounds is an ongoing line of research but the results to date are disappointing with both lack of activity and adverse effects limiting usefulness as far as the common cold is concerned. The acceptable margin of safety is of course wider for this normally self-limiting condition.

Symptomatic treatment

Symptomatic treatment therefore continues to be the mainstay for the management of the common cold. Nasal congestion, excessive nasal discharge and coughing are perhaps the most annoying symptoms. Fever may be a problem but this is rare and is not usually as severe as in influenza. Some headache and light-headedness may be experienced probably as a result of nasal congestion and involvement of the eustachian tubes.

Decongestants

Most common cold remedies include a decongestant. Where nasal congestion is the only symptom, a nose drop or spray is suitable. Topical decongestants minimise the likelihood of systemic effects but suffer from the disadvantage that they may lead to rebound congestion. Use of the longer acting decongestants such as xylometazoline and oxymetazoline may be preferable to the rapidly metabolised compounds such as ephedrine and phenylephrine but even then they should not be used for longer than a week. The patient who comes in week after week for a decongestant spray should be discouraged and weaned off the product. Short-term use of a systemic decongestant may help in this process.

Systemic decongestants may cause problems even at OTC doses but provided patients at risk are excluded, these compounds are quite safe. Who then are the patients at risk? These are individuals with cardiovascular pathology, young children, patients taking MAO inhibitors and patients with prostatic enlargement, thyroid abnormality and bladder dysfunction. Most of these contraindications can be rationalised on the basis of the effect of the sympathomimetic agents on neurotransmission. The decongestants are all sympathomimetic agents acting either directly on the adrenoreceptors or indirectly to induce the release of noradrenaline. Phenylpropanolamine, ephedrine and pseudoephedrine all act in this respect. The ephedrines also act directly on the adrenoreceptors and in common with phenylephrine, naphazoline and oxymetazoline they predominantly stimulate the α -receptors although the latter three

compounds are more selective. Stimulation of the α -adrenoreceptors in the blood vessels and the sphincter of the bladder leads to constriction and therefore possible elevation of the blood pressure and urinary retention. Interaction with antihypertensive drugs is also a possibility. With thyrotoxic patients the heartbeat is subject to irregularities and additional stress by OTC sympathomimetic agents is not warranted. These adverse effects are potentially the most dangerous encountered with OTC drugs and should not be overlooked. Deaths have been attributed to such interactions. Sympathomimetics should be avoided for at least two weeks after discontinuation of MAO inhibitor therapy.

That the sympathomimetic decongestants possess central nervous activity has been known for a long time. More recent is the identification of CNS adverse effects after the consumption of OTC decongestants. Phenylephrine, phenylpropanolamine and pseudoephedrine have been implicated but care must also be exercised with the other decongestants. The adverse effects have taken the form of hallucinations and severe anxiety. Young children may be at most risk but patients with a history of psychiatric disturbance must also be monitored. The decongestants may also, in theory, interfere with sleep.

Steam is an effective decongestant and, in the form of volatile oil inhalations, is a readily acceptable form of treatment.

Antihistamines

The usefulness of the antihistamines in the management of cold symptoms remains controversial. The rationale is that they reduce sneezing and excessive nasal secretion. Reported positive effects have generally been modest. Drowsiness is probably the only significant adverse effect. Their antitussive effect may be useful but more effective agents such as dextromethorphan and codeine are available. The latter is however best avoided in the paediatric population. Respiratory arrest, coma and death have been reported in this age group following administration of codeine. While the OTC doses are probably safe, the availability of alternatives make the choice of codeine irrational for the paediatric population.

Analgesics

A decongestant will normally alleviate any headache present. However, when a specific analgesic is required, paracetamol is the agent of first choice. Aspirin is equally effective but the possible association with Reye's syndrome makes it an agent of second choice in the symptomatic management of viral diseases such as the common cold. It has to be stressed however,

that a cause-effect relationship is by no means proven. Ibuprofen offers no particular advantage.

Local anaesthetics and antibacterial agents

Sore throats may accompany the common cold and local anaesthetics and antibacterial agents are commonly used. The usefulness of the antibacterial agents is debatable because of the viral aetiology of the condition. While the local anaesthetic components may provide some relief from pain, the effectiveness of the lozenges may be due more to their organoleptic attributes with respect to the taste buds than to the pharmacological activity of their constituent drugs. In the young, feverish sore throat should be referred to the doctor.

Conclusion

Curative treatment of the common cold is not yet available and neither is an effective vaccine in sight. Symptomatic treatment and hence non-prescription medication will remain popular. A common cold attack does not guarantee freedom from subsequent attacks in the same season as already discussed. How then can the chances of a second attack be reduced? Recent research shows that transmission by exposure to particle aerosols is not a major route of cross infection. Rather, finger contamination and subsequent transfer via the mucosal surfaces of the nose or eyes is the normal mechanism of transfer. Nasal secretions are particularly high in viral particle content and kissing is said to be an inefficient means of transferring the common cold.

The conclusion must therefore be: "Try to avoid shaking hands with nose-pickers with the common cold. If you must, wash your hands before picking your own nose or rubbing your eyes. In apologising to the common cold patient for not shaking his hand, kiss if you must but do not go for Maori-style greetings."

This is one of a series of "cut out and keep" articles on OTC topics by Professor Alain Li Wan Po, professor of pharmaceuticals, The Queen's University of Belfast.

Chemist & Druggist 5 April 1986

Work progresses . . .

permission is sought for extensions to a family health clinic at 40 Altcross Road, Liverpool 12 for **Mersey RHA**.

North Lincolnshire AHA proposes additional treatment and consulting rooms and offices at the health centre at Sutton Bridge, Lincs.

Doctors Hall, Tremaine, Paxton and Hall seek approval for a four doctor surgery next to Farmhouse Inn, Wellington Road, Wellingborough, to include ancillary accommodation and a car park.

Waplethorpe, Strathclyde's district council seeks approval to erect a health centre, with shops, library and a supermarket at the former hotel at Woodhall Street.

Wolverhampton Health Authority has awarded a £336,000 building contract for construction of the Pennfields Health Centre at Upper Zoar Street, Wolverhampton. Work starts April, for completion in 34 weeks.

Doctors Boomla, Jewel, Robson and Taylor seek approval for a health centre and a flat of 644 sq metres at 72-112 Christ Street, London E14.

A GP group practice in **Rochdale** is seeking outline planning permission for a health centre bounded by Spotland Road, Mount Street, Ashworth Street, Lower Sheriff Street, Rochdale.

Plans have been announced for a new private medical centre at Linden Hall, **Twyford**, nr Wokingham, Berks by the newly formed Medical Centres Ltd. Princes House, 36 Jermyn St SW1. Due for completion in early 1987 it will accommodate 34 patients, with physiotherapy, occupational therapy and hydrotherapy, consulting and treatment rooms.

Nurdin & Peacock opened their new 93,000 sq ft warehouse in Stafford Road, Ford Houses, Wolverhampton on March 17. The layout is all on one level, with 11,516 sq ft allocated to non-foods.



Scotts Pharmacy, Leitchworth, recently refitted by proprietor P.A. Soneji, and reopened last month, nicely anticipated the Nuffield Report. It has a waiting and counselling area, and the prescription reception area doubles up as a place to display health literature

Amersham International are to build a £5m laboratory at their Pollards Wood site in Amersham, Bucks.



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I am constantly amazed at the attitude of some dispensing doctors, whose reaction to the arrival of a pharmacy in their area is one of obstruction and downright lack of co-operation. From the very first they are determined to have nothing to do with the pharmacist, and their intention is made abundantly clear by doing everything in their power to show the patient that the pharmacist isn't welcome.

From the minute a pharmacist decides to make an application for outline consent some dispensing doctors plan a determined assault on the professional necessity of the role of the pharmacist. They use underhand tactics to ensure patients think if a pharmacy opens one of the doctors in the practice may have to leave.

Patients are told that if they want their medicines dispensed by the pharmacist, they will have to look elsewhere for their medical attention. The patient is left to wonder why doctors are so concerned about the arrival of a pharmacy. When patients see doctors showing such unfriendliness to the new incumbent of the health service team, their response is to give the pharmacist the cold shoulder before even giving him or her a chance.

The distance factor

It is evident from the attitude of some dispensing subcommittees that doctors are concerned with the convenience of obtaining medicines, and will fight tooth and nail about the distance the patient has to travel, except when it comes to moving their own surgeries.

On top of local opposition from doctors, the pharmacist is further penalised in some cases by the RDC imposing a period of total restraint on dispensing by the pharmacist in his new pharmacy for periods of three, six and nine months. The pharmacist can, in such cases, be on the knife edge of liquidity, and the restraints prohibit not only dispensing income, but the very needful contacts with the community at large.

This unjust and arbitrary way of treating new rural pharmacists will thankfully be practically off set by the new contract, since payment for the first 16,000 scripts will be made up. Even so ill feeling set up by some doctors is hardly conducive to the best interest of patients.

Surprisingly, doctors are paid compensation for the loss of patients over a five year period — and the pharmacist is left to wonder what compensation is going to be offered for all the barriers set up by local GPs and the RDC.

The Countess of Marr, president of the Dispensing Doctors Association, has stated to me in a letter that she cannot see the need for pharmacies in rural areas, particularly if patients are adequately catered for by dispensing doctors. With this sort of

Rural outlook needs to change?...



The Clothier agreement might give a legal framework for the management of rural dispensing matters, but more co-operation between doctors and pharmacists and a change in the way the compensation scheme operates is needed, argues John Davies, secretary of the Rural Pharmacists Association.

philosophy from the president of the DDA, is it any wonder that unethical behaviour exists in some rural dispensing practices?

What can be done for rural pharmacists to overcome these difficulties? How does an incoming pharmacist compete against the citadel of imposed opinion? Patients can be brainwashed to an enormous extent as was exemplified in a recent case where a lady pharmacist made contact with local bodies — parish councillors, the Women's Institute, etc, and received overwhelming support — only for it to vanish after a Press campaign of quite astonishing bias, and a letter sent out from the doctors' practice saying that the medical services would suffer.

The FPC may know all about the goings on but seems powerless to do anything. It would seem that the compensation for loss of patients is dependent on the behaviour of the dispensing doctors. No payment should be made to any practice for the months in which the RDC has penalised the pharmacist. A compensation payment should be paid instead to the pharmacist while the penalty is

in existence. Further the compensation should be made payable dependent on the goodwill between doctor and pharmacist.

Keith Jenkins, an RPA council member, initiated research through Professor David Marsland of Brunel University which was an exploratory study of rural dispensing in the Norfolk Area. The initial result was one which showed dispensing doctors to be resistant to change that might benefit the patient, even if the doctor was compensated financially for the loss of dispensing business. Is such reluctance due to some "hidden" extra profit — do dispensing doctors "make" more than their rightful profit margins?

Overworked?

If they are so overworked, and are calling for smaller lists, you would think that they might be grateful to negotiate some financial arrangement in order to spend more time on their consultations. But doctors don't dispense and the fee for "dispensing" is an over inflated one — earned, in most cases, by a receptionist without any pharmaceutical supervision.

Prior to an application for outline consent in rural areas a pharmacist needs to plan ahead very thoroughly. It is far better to have local organisations behind you, after they have been told that the doctors will probably be against any proposal for opening a pharmacy. The guns of the opposition must be spiked, their arguments shown up for what they are: spurious.

It must be realised that every application made by a pharmacist for outline consent might be new to the FPC, but the RDC will be well aware of what to expect and the likely repercussions from the dispensing doctors. The process of application for outline consent should be planned with the view to ensuring as fully as possible:

1. The fullest co-operation of the leading organisation of the town or village.
2. The support of the local inhabitants by means of quiet diplomacy, allowing any opposition by the local doctors to be countered only by the pharmacist showing willingness to help rural patients with a wider and readily available pharmaceutical service.
3. Every incoming pharmacist must remember that their purpose in their future professional role is to help and encourage people to accept the services readily and willingly given. Creating a feuding image at the early stage of one's career in a rural area can be detrimental to business. It is well to remember that where a pharmacy has never existed the customer will not know what they have missed. It is up to the pharmacist to make people aware of what they can do to help rural patients.





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The right to know

The Data Protection Act is intended to ensure the protection and benefit of the individual and the confidentiality of computerised records. It is noticeable that the DHSS wishes to make certain exceptions re NHS patient records.

The Act also allows access by a person

to his or her confidential records and allows them to subsequently challenge these records if they are considered incorrect. It only applies to computerised records, however — manual records are exempt.

The PSGB keeps computerised records of its members. Will it facilitate access by any member wishing to see their records? Perhaps the Society would confirm this.

Mervyn Madge
Plymouth

Beware of dog

How I sympathise with J. Parslow of Downham Market (Letters, *C&D* March 15) who was attacked by youths "under the influence". A large dog kept at the shop is the best answer to this problem. The Pharmaceutical Society, for hygiene reasons, dislikes animals in the dispensary, but a well-trained dog lying quietly can be most reassuring to the staff. A dog is remarkably sensitive to "atmosphere" and would have given protection to its owner

inside or outside the shop. The costs of a dog are a tax deductible expense in my experience.

Brian D'Eath
East Ham, London E6

While it works, leave it . . .

Following Xrayser's scepticism concerning his eventful purchase of a computer-driven labelling system (*C&D* March 22) and the

Just 'legitimate' 10ml

Did the person pricing prescriptions have tears in his eyes or does he need the same prescription?

mess he might get from the rolls of labels in the printer, I would like to assure him, by saying I have used my Epsom RX80 for four years without any maintenance or cleaning. My Commodore 4032 computer and dual disc drive 8032, has also been used for four years with no maintenance. My KL8 tablet counter has performed for eight years without any maintenance too.

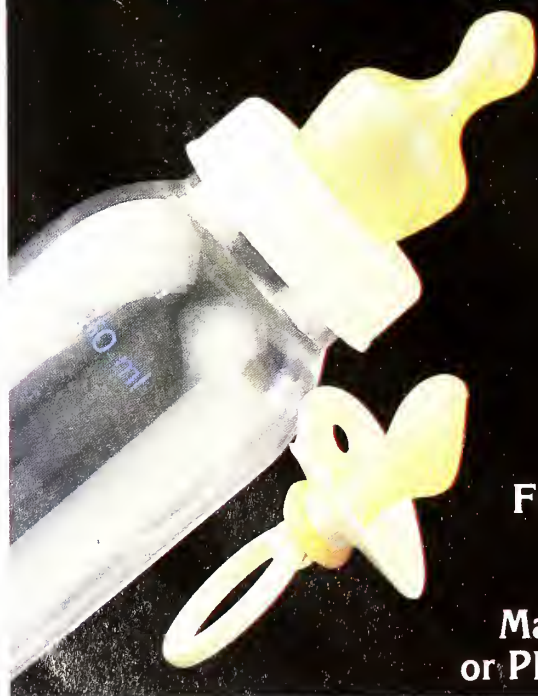
Perhaps many readers will think I have been lucky, but I believe while machines are going well — leave alone!

Alan Spinks
Great Yarmouth

More Letters p666

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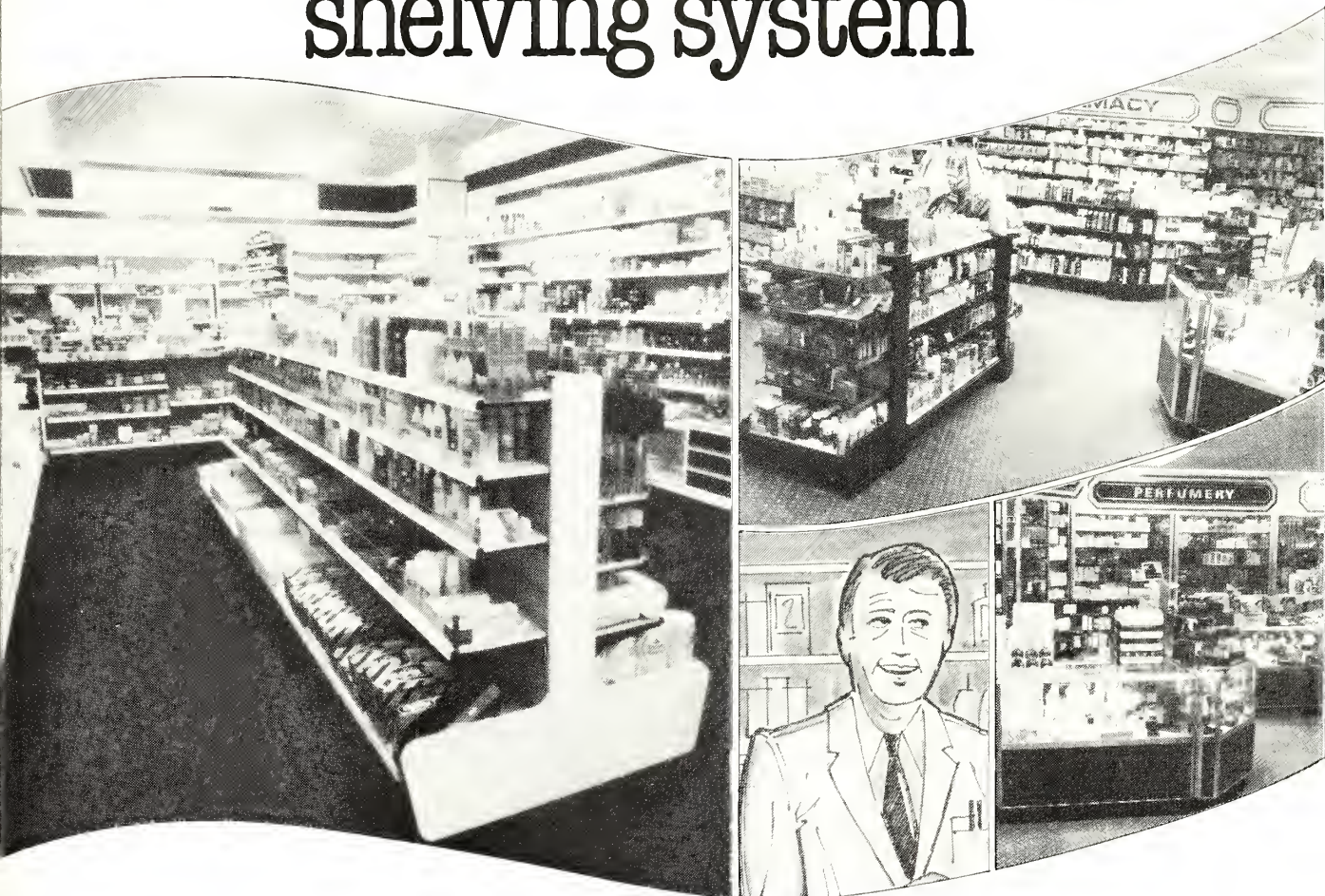
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CD486

Keep it clean — it works!

Xrayser's move into the twentieth century should not bring him as many headaches as he anticipates.

For the past two or three years Orange Computers have provided an instruction sheet for maintenance to our Oralabel users as preventive maintenance can solve many problems brought by the build up of paper dust and gum residue.

The RX-80 printer — now no longer manufactured by Epson — also had, by quirk of design, a "trough" which was used to catch many of the circular waxed paper dots. That printers replacement, the LX-80, has very little in the way of electrical components in the well at the front of the printer, so risk of damage caused by these is again minimal.

The recommended way to remove dots is: to disconnect the printer from the mains, turn the printer upside down and

then — go and get the vacuum cleaner to do the floor!

Many printers used for labelling include a friction feed platen but the method used to transport the labels is tractor feed. This means the pressure caused by the platen on the label is not as great as that produced by a typewriter. Stockists of Computer Consumables and accessories can supply platen cleaners.

Ian D Heron

Customer Service, Orange Computers Ltd

Best label

Xrayser on labelling machines. . .

After seeing several types I came to the conclusion that the simplest, clearest, and easiest to use and the one taking up the least space was the Scriptwriter supplied by Unichem. I suggest you ask for a demonstration. I have found it satisfactory on every count and it can be paid for on the monthly account.

W Brown

Eastbourne

Pharmacist out' says DDA

At last we have it!

The pharmacist is no longer needed in the dispensary! Indeed, he is positively encouraged to leave it in charge of a technician to undertake duties for which he is neither trained nor competent^{2,3} but for which he will expect payment¹. This is an attempt to justify his existence.

So much for the overt objection to doctor dispensing. Let's have no more of this hypocritical hum-bug then we can work together.

Dr David Roberts

Chairman, Dispensing Doctors' Association.

¹ Nuffield Foundation Report on Pharmacy

² 'WHICH?' August 1985 and C4 '4 What it's worth'

³ Mr D Sharp *et al*, Bucks LPC Meeting, March 16 1986

NEWS

Labour condemn drug liability laws

Proposals for a stricter legal definition of product liability to be applied to drug companies are included in the new Charter for Consumers published by the Labour Party on Wednesday.

Calling for stricter enforcement of the proposals already recommended by the EEC Commission the Labour document argues against the approach adopted by

the Government which would allow manufacturers to plead that a fault discovered in a product was not predictable with a "state of the art" or "development" risk.

The document states: "This sort of provision would have allowed the makers of thalidomide a 'get-out' and could make countries which allow it 'guinea-pigs' for items like new drugs".

PGC claim victory

The Pharmaceutical General Council (Scotland) is claiming a victory over the British Pharmacists Association (UK) this week, with proof of a resignation from BPA.

BPA's Scottish co-ordinator Graeme park had challenged a statement by PGC vice-chairman Ian Mullen that at least one dissatisfied member of BPA(UK) had resigned. Responding, Mr Mullen visited Dundee pharmacist Victoria Riley and obtained a copy of her resignation.

In her letter, dated February 11, Mrs

Riley said: "I am resigning from the BPA because it now seems to me that the new contract does not pose as big a threat as the possibility of unlimited openings." She also objected to the tenor of "Professional Eye". Mr Mullen claimed that the PGC's efforts had played a major part in Mrs Riley's decision, and he expected more resignations to follow.

Which? test sweeteners...

Taste difference between the main types of artificial sweeteners are smaller than the manufacturers claim, says *Which?*

magazine this month.

Preferences for one sweetener or another vary from person to person. Finding a brand that gives the right level of sweetness in one of two tablets may be just as important as taste.

Saccharin-based sweeteners are cheaper than other types, concludes the magazine, but the differences in price were not enough to justify shopping around. People who use sweeteners a lot and consume large quantities of diet drinks, might consider changing to one of the other sweeteners for safety — the World Health Organisation maximum suggested daily intake is 2.5mg saccharin per kg or 12 tablets for a 9½ stone woman.

...and brushes

Electric toothbrushes have passed the *Which?* test this month. All six tested were judged satisfactory by the magazine's panel.

The Braun Dental D3, the Wisdom Broxo Dent 2000 and the Boots rechargeable were "good value", with the Wisdom Broxo Home and Travel "worth thinking about" for travellers. All the brushes passed tests for durability and safety. However, the general opinion of the dental experts contacted is that an electric toothbrush is no more effective than an ordinary brush used properly.

Age, life and the modern market

Modern marketing is based on market segmentation. This means directing the product at specific market segments, instead of the old blanket approach. There are many ways in which markets can be segmented. But one method particularly suitable for home medicines is the age and life cycle. In the last of three articles, Eric McGregor, marketing director of International Chemical Company from 1970-82, examines the cycle in detail.

Market segmentation recognises the merits of a precision-aimed rifle instead of a blunderbuss. In technical argon, the latter is known as undifferentiated marketing. This is no longer valid in today's highly competitive climate.

Nowhere is the need for precise targeting greater than in home medicines. This is because of the wide variations in ailment type and incidence. Needs differ considerably within age and population groups. Gender is of crucial importance.

Age and life cycle is a convenient way of identifying segments, since it reflects the natural order of things: infants, children, adolescents, adults (women and men, under 45), and adults (women and men, 45 plus).

The young market

Clearly, little discussion is needed so far as infants are concerned. The total market is limited in size at any given time, and is one in which existing users are entirely replaced by new ones at regular intervals. Doctor consultation and clinic involvement are high. So the scope for home medicines is limited — but the rewards are there for those undertaking the specialist marketing which is necessary. Ethical inputs are obviously important. Consumer advertising means selectivity in media planning and buying, with sensitive communications.

Children represent a far larger total market, and comprise a significant part of the population. While doctor consultation is high, the scope for home medicines is considerable. Common ailments are headaches, stomach upset, travel sickness and holiday tummy, as well as topical conditions ranging from cuts and bruises right through to head lice (even in the best of homes). Regime-usage for some products is feasible — notably vitamins and tonics for routine debility, and prophylaxis against minor Winter ills.

Products are either adult brands, which may be indicated for children via reduced



Eric McGregor, marketing director with ICC from 1970-82

dosage, or specially designed junior brands. These brands obviously require specific marketing activity. This includes the recognition that the end user is not the purchaser — which sounds obvious, but is often overlooked.

Growing up

With adolescents, two factors present themselves. The first is the considerable product overlap between the adult and

teenage markets. In such cases, products are often bought by the mother, even when used by teenagers. Even so, the latter can and do influence brand choice for their own ailments. In major markets, advertising specifically directed to adolescents is warranted, to help product acceptance and to establish a long term franchise with tomorrow's consumers. Analgesics are the prime example, particularly where girls are concerned.

Secondly, there are some product categories where teenagers are frequently the purchasers as well as the users. This arises for topical conditions such as acne and warts, to which teenagers are susceptible. There are seasonal emphases in both categories. These must be taken into account, along with the special communications issues which arise. The advertising must pay attention to the way teenagers talk — but without loss of brand authority.

Within the two broad adult segments there are clearly major differences in needs, according to sex and age. Among the under 45s, contraception is obviously a significant factor, and period pains are concentrated among women. On the other hand, the over 45s provide the emphasis on products which relieve haemorrhoids, constipation, indigestion and arthritic conditions.

Right on target

Emphasis is important when devising marketing strategy. For example, for minor brands with limited budgets, it clearly makes sense to target where response is likely to be greatest.

Even for major brands which enjoy wide usage, there are usually segments which have greater significance than others. This calls for spending and media weightings which reflect their significance. This technique can also apply greater pressure on segments where the manufacturer wants to remedy weaknesses.

Within the age and life cycle there are special needs. Pregnancy, for example, in which three conditions may arise: haemorrhoids, indigestion and constipation. Although these are ailments which generally have an older age profile, this is a segment which may be of special interest for some brands, and specific marketing activity may be warranted.

Finally, one should not think along narrow channels. Some products can be positioned in more than one segment. Oral preparations for adult mouth ulcers could be promoted for infant teething pains, subject to licensing ratification. This underlines the point that market segmentation means concentration not restriction. Applied properly, it leads to higher sales at a lower cost. And that means higher profits. It is a business tool — not a marketing fad.

De Witt become part of 'much bigger' business

De Witt have agreed to a merger with New Jersey company Church & Dwight, and say the deal will be "most beneficial."

Leon Godfrey, managing director of the company in the UK and vice-president of De Witt International, said: "Church & Dwight are very much bigger than De Witt. They wanted to go into the health and business area, and needed a vehicle to do this. The companies had already manufactured under contract together." Church & Dwight produce sodium bicarbonate and make and sell consumer goods under the Arm & Hammer trademark. The company's board of directors has given the deal unanimous

approval, and are recommending it to shareholders.

De Witt will become a wholly owned subsidiary of Church & Dwight but will retain their name. "We'll have the strength of a large company behind us, and as far as we are aware we will gain from that strength. There will be no change in our acting for other people and no staff changes. As far as the customers are concerned, they'll just be dealing with a much bigger company".

Church & Dwight say they expect the merger to help them commercialise several health and beauty aid products. But as yet no details of added product lines are available.

Lid off the Box

Work has started on Metal Box's £2½m factory at Wennington Road, Southport, planned for completion in November, 1986.

The factory will be run by the company's Venesta subsidiary, and will produce toiletries and pharmaceutical packaging. Metal Box say they will supply laminate and plastic tubes from the plant, which will also operate injection moulding equipment.

NCT talk of new tax

A new local tax is one of the proposals to be discussed at the National Chamber of Trade's annual meeting this month.

The motion, put forward by the Wandsworth chamber, calls for a local turnover tax on top of a reduced business rate. The tax would be levied on the turnover left after taking away twice the amount of the VAT threshold, and manual labour charges. The proposers say firms

with high turnover and low labour costs would then give more than the labour-intensive, smaller businesses.

Other motions to be discussed include a complaint that out-of-town shopping complexes have been developed to more than adequate levels. And the NCT Dorset Council wants the Government to press banks for a £100 cheque card limit instead of £50.

The conference takes place in Harrogate on April 26 and 27.

Sick pay staff

The introduction of the employers' Statutory Sick Pay scheme has created 741 jobs at the DHSS to keep a check on it (see *Points of Law*).

The Government originally claimed the scheme would allow a cut in civil service jobs. In a Parliamentary answer, Under Secretary John Major said: "Manpower equivalents to 741 full time posts are currently provided within local offices to monitor the SSP."

William Ransom's telephone number is now Hitchin (0462) 37615. Inquiries to Helen Blowey.

Closed case, say Open Shop

There will be no compromise on the Shops Bill, say its supporters — despite talk of a Tory rebellion.

"The spirit of compromise is dear to the British heart and that's what everyone has been looking for," said a spokesman for the pro-Sunday trading lobby Open Shop. "But in this case no half-measures make sense."

Four-hour opening is a commonly-cavanned alternative to full-scale Sunday trading. But Open Shop feel it would be too difficult to enforce. "At one time the Church of England wanted to put an educated man in every parish. Now they want to put a policeman in every shop," they say.

Over 70 Tory MPs are now thought to be ready to oppose the Bill when it gets its second Commons reading this month. Its passage has been delayed since before Easter. According to C&D's Parliamentary correspondent, some kind of compromise is likely. "But we believe the opposition has now peaked," say Open Shop.

If the Bill does go through, its opponents' last chance to secure amendments will come when it reaches the Committee Stage, in June or July.

Prime job at Federation

The NFSE's new chairman has started his term of office with an attack on Government policies.

Brian Prime was elected chairman at the National Federation of Self Employed and Small Businesses' Blackpool conference, in a straight fight against Tredegar businessman Brian Kelly. Mr Prime called on the Government to "...get their act together. It is a sad fact that to date Government departments are loading the burdens faster than Lord Young and his team can lift them."

Mr Prime, a rest home proprietor, succeeds Dr Bernard Juby, who was chairman for the last three years.

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More bid rumours as ICI and Beecham change heads

Renewed speculation about an ICI bid for Beecham has coincided with top-level changes at both companies.

Denys Henderson is to take over as ICI chairman from Sir John Harvey-Jones, due to retire next April. Mr Henderson has been running ICI's four-strong team which constantly monitors potential purchases. The company has mounted 62 acquisitions in the last four years.

Beecham are denying a report in last week's *Marketing Week* that the changes at their Western and Central proprietary divisions amounts to a "reshuffle." Chairman Harry Hill is retiring to be replaced by Tony Dougall-Biggs, previously managing director of the

group's Western proprietary medicines division.

ICI are considering just bidding for the Beecham pharmaceutical business and leaving the rest to someone else, according to the *Sunday Times*. Last week Beecham said they want to concentrate more on their drugs and medicines activities (see *C&D* last week, p621). Neither company has any comment to make on the national Press speculation.

	ICI	Beecham
1985		
Turnover (£m)	10,725	2,289.1
from pharmaceuticals	936	658.1
Pre-tax profits	912	329.6
from pharmaceuticals	271	146.9
Share prices (p)	951	361

Allens push up profits

Allens Chemists have brought their profits up by £390,000 in the year ended January 25.

The £1.53m figure (1984: £1.14m) forms part of Combined English Stores' £1.6m profits — led by handbag shops in Salisbury, who lifted their trading profits from £1.47m in 1984 to £4.41m last year. The group as a whole has seen a 45 per cent rise in profits since 1984.

Healthy contest

The South East Pharmaceutical Industry Group is running a competition — Molecules into Man for secondary school pupils, aged 14 to 17, in Sussex and Kent.

The competition requires pupils to submit a short project on a healthcare theme, with the aim of encouraging discussion of medicines and the industry. Regional winners from Sussex and Kent will compete in a grand final in September to determine the team who will receive first prize of a trip to Basle in Switzerland, home of Ciba-Geigy.

The index of retail prices for all items for February 11, 1986 was 381.1 (January 1974 = 100). This represents an increase of 0.4 per cent on January 1986 (379.9) and an increase of 5.1 per cent on February 1985 (362.7).

chemist & Druggist 5 April 1986

From March 28, T. Bewick Services Ltd, trading as Coopers and Ritedrug, will change its name to Ritedrug Ltd. The company is also at a new address. *Ritedrug Ltd, 14 Northway, Walworth Industrial Estate, Andover, Hants SP10 5HH, tel 0264 65955.*

COMING EVENTS

Monday, April 7

East Metropolitan Branch. Pharmaceutical Society & West Ham District Association of Pharmacists. Churchill Room, Wanstead Library, Spratt Hall Road, Wanstead E11 at 7.30pm. Annual general meeting followed by cheese and wine.

Tuesday, April 8

Bristol & District Branch. Pharmaceutical Society. Edward Jenner centre, Bristol Royal Infirmary at 8pm. Mr J W Anson, member, College of Pharmacy Practice on "The College of Pharmacy Practice." Also annual general meeting.

Leicestershire Branch. Pharmaceutical Society. Leicester Royal Infirmary, at 8pm. Annual general meeting.

Northumbrian Branch. Pharmaceutical Society. Viscount Suite, Imperial Hotel at 7.30pm. Dr C. Edwards on "Counter prescribing."

South West Metropolitan Branch. Pharmaceutical Society. Lecture Theatre B, St George's Hospital Medical School at 8pm. Dr G. Griffin, consultant physician, St George's Hospital, London on "Tropical diseases in South London," followed by annual general meeting.

Wednesday, April 9

Isle of Wight Branch. Pharmaceutical Society. Bugle Hotel, Newport, at 7.30pm. Annual general meeting.

Weald of Kent Branch. Pharmaceutical Society. postgraduate centre, Kent & Sussex Hospital, Mount Ephraim, Tunbridge Wells at 8pm. Dr Hughes, Consultant Physician, Pembury Hospital on "Anatomy and physiology of respiratory tract."

Vetchem meeting. The Star hotel, 26 High Street, Southampton at 7.30pm. Kathleen Vlamincq, veterinary surgeon from Janssen, Belgium on "Anthelmintics in companion animals." £2 per person.

Thursday, April 10

Thames Valley Branch. National Pharmaceutical Association. postgraduate medical centre, Kingston Hospital, at 8pm. Mr Peter Gleeson, NPA Board member, the speaker

Robins sale approved

The sale of A.H. Robins' Horsham plant has been given the go-ahead by a US bankruptcy court.

The US Robins group has been acting under the US Bankruptcy Code because of a spate of lawsuits over their Dalkon Shield contraceptive. Frank Stumpf, managing director of the British subsidiary, which is selling the Sussex plant to Gx Ltd, (see *C&D*, December 14, p1119), has described the move as a tactical response to the limited list.

The plant is reported to be selling for £8.8m. A company spokesman said Gx would continue to make the plant's products for them for a period, and no new lines were planned.

Reichert sold

Warner Lambert have sold their scientific instrument group Reichert Instruments to the UK's Cambridge Instrument Company for an estimated £45m. With annual sales of £85m the acquisition will double Cambridge Instrument's size.

Advance Information

Vetchem meeting. The Rougemont Hotel, Queen Street, Exeter, April 16 at 7.30pm. "Equine parasites and anthelmintic control" Graham Lumsden, technical services manager, MSD The Heath Side Hotel, A217 Brighton Road, Burgh Heath, Nr Reigate, April 23 at 7.30pm. "The control of equine helminths" by Dr Liz Abbot from Hoechst UK Ltd. Fees £2.00 per meeting. Further details from Reynolds & Lewis (tel: 042 52 71366).

College of Pharmacy Practice. Birmingham Study Group, Pharmaceutical Sciences Department, Aston University, Tuesday, April 15, Thursday, May 1, Wednesday, May 14 at 6.00pm. Studies include "Product Licences," "Gout" and "Health education." Further information from Alison Morley (tel: 021-359 3611).

College of Pharmacy Practice. North Western and Mersey study groups, Winwick Hospital, Warrington, April 8 at 7.30pm. A joint meeting to discuss study plans for the College examinations. Further information from Mr B.B. Riley (tel 051-236 4620 ext 2018) or Mr W.T. Brookes (tel: 0270 255141).

College of Pharmacy Practice. Birmingham Study Day, South Staffs medical centre, New Cross Hospital, Wolverhampton, April 17 at 10.30am. The programme will be a series of lectures, presentations of four case studies followed by working syndicates. Further details from Dr T.J. Bradley, Regional Pharmaceutical Officer, Birmingham (tel: 021-454 4828).

National Pharmaceutical Association. Area 10. Exhibition of pharmacy machines. The Dormy hotel, Ferndown, Nr Bournemouth, April 16 from 3pm to 9pm. The latest in cash registers, EPOS systems and other aids to better business. Further information from Mike Thornton, 45 East Street, Blandford Forum, Dorset DT11 7DX (tel: 0258 52619).

The Society for Drug Research. symposium on "Chemistry and pharmacology of dopamine receptor agonists and antagonists," School of Pharmacy, Brunswick Square, London WC1, Thursday, April 17 at 9.00am. Fees are £20 to non-members. Further information from Barbara Cavilla (tel 01-581 8333).

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APPROVED

SPF Executive Council elected

The following pharmacists have been elected to the Scottish Pharmaceutical Federation Executive Council:

Division (i) Highland region and Grampian region: Alan S. Cruickshank (Turriff), David Forbes (Banchory).

Division (ii) Tayside region: Bernard Brown (Crieff), Robert P. Marr (Dundee).

Division (iii) Central region and Fife: John Hughes (Dalgely Bay), Brian Eggleston (Cowdenbeath).

Division (iv) Strathclyde region: Edward J. Brown (Glasgow G31), Patrick J. Gilbride (Glasgow), Ian R. McDougall (Glasgow G32), George D. Rillie (Alloway), John U. Smyth (Glasgow), D. Graham Tarbet (Glasgow G33).

Division (v) Lothian region: George E. Allan (Edinburgh), Alex Skinner (Edinburgh).

Division (vi) Borders region and Dumfries & Galloway region: Andrew H. Watson (Thornhill).

Pharmacists on their bike

Welsh pharmacists have been pedalling fitness in their shops — with the help of exercise bikes.

Swansea health education officers started the scheme to bring home to smokers the effect of the habit on their health. And they were impressed with the eagerness of the Swansea and West Glamorgan branch of the Pharmaceutical Society. "We met them to explore their roles as health educators," said senior health officer Joan Harris. "They were about to get involved in the family planning campaign and had already helped us over rubella."

Three keen pharmacists with good relationships with their GPs were chosen. Clydach pharmacist Miss Margaret Downing was one. She's had the bikes fitted with ecolysers to measure carbon monoxide levels in the blood. "Most of my customers were interested — especially the men, we've got a lot of rugby players in this area," said Miss Downing. "There was no financial advantage in it but it shows we are becoming more involved in primary health care — just like Nuffield says we should."



Unichem's Bill Hart (left) with Golfer of the Week pharmacist Brian Goldwater who won at Valencia, Spain

To the end of the world and back

Steve Titmarsh this week returns to C&D as Features Editor after a spell in the Antipodies.

Steve left C&D last August to work for Adis Press in New Zealand. After six months enjoying the Kiwi sun Steve decided he couldn't stay away from the UK's sub-zero temperatures and hectic lifestyle — "it's always nice to come home".

APPOINTMENTS

Finisher touches from Kodak

Kodak have expanded their "Finisher" sales force to include four new technical sales representatives.

"The main reason for this large increase is the rapid growth of mini-labs located in the High Street," say Kodak (last week, p606). They say the nine representatives will give retailers advice on all aspects of the processing business — from setting up a mini-lab to advertising and product presentation.

Kodak have also realigned the "territories" in which the representatives operate. They are: North of England, David Astley; West Country, South Wales, Julian Baust; South-East England, Tony Clark; West London, Western Home Counties, Steve Firman; Scotland, Northern Ireland, North-East England, Richard Hoffman; Midlands, Northern England, Mike King; Midlands, Lyn MacMillan; North London and East Anglia, Andy Ruffell, and South London and South-East England, John Shandley.

Rowlands' new director: a Pole

Mr Christopher Pole, MPS, has been appointed a director of wholesalers L. Rowland & Co.

Mr Pole joined the company in 1980 as manager of Rowlands retail pharmacy in Bangor, but moved to the Wrexham head office earlier this year as retail marketing manager. He retains these responsibilities in his new post.

Roche Products Ltd: Dr P. J. Fellner, formerly research director becomes managing director from April 1. He replaces Dr A. M. Kessler who goes as director to the pharmaceutical division of Switzerland-based Hoffman La Roche but remains a member of the UK board. Mr D. Griffiths has been appointed deputy managing director and the new research director is Dr D. P. Clough.

Polaroid (UK) Ltd: Jason Hubbard has been promoted to the board as marketing director. He is succeeded as general manager UK marketing by Colin Walker, who was formerly marketing director of Alpine.

Tefal UK Ltd: Ian Mackay has joined the company as marketing support manager from H.J. Heinz Ltd, where he was senior market analyst. And John Dempsey is the new sales representative for Northern Ireland.

Thomas Kerfoot and Co Ltd: Joe Donnelly is retiring as managing director on June 30. L. H. Kerfoot, the existing chairman, takes over the position.

Mason Nordia Ltd have taken on two new members of staff. Jeremy Taylor joins as chief designer and Stephen Hartley is the new junior designer.

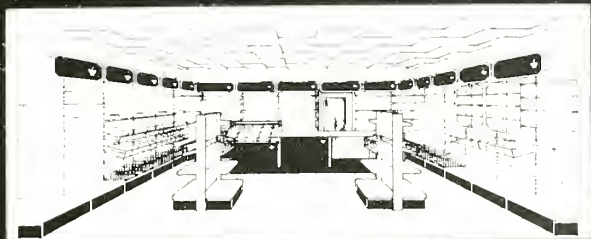
Smith & Nephew plc: Eric Kinder has been appointed deputy chairman in addition to his present position as chief executive of the group.

Duracell UK: Peter Larder, previously senior brand manager, has been appointed marketing manager.

Lilly Industries Ltd: Public relations manager Derek Anthony has been appointed manager, industry affairs.

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